

WARNER BROS. . . THE NO. 1 COMPANY

RETURN TO - J. FEKNER



M. P. Herald says - "There are scores of nifty selling angles for this laugh-drenched, hilarious comedy-

# CONVENTION CITY"

And here they are!





Read Every Word  
of These Trade  
Reviews... Because  
Every Word Means  
Actual Cash To YOU!

December 9, 1933

MOTION PICTURE HERALD

## SHOWMEN'S REVIEWS



This department deals with new product from the point of view of the exhibitor who is to purvey it to his own public



### Convention City

(First National)

Comedy

This is Grade A and novel lowdown comedy from start to finish. A straight-away commercial so brimful of fast-moving laugh-drenched topical amusement that it's actually big entertainment, for big city and small town. If your audiences go for this slam-bang, somewhat intimate yet never-stop-a-minute brand of fun creation, they surely should enjoy this one. Treating a familiar subject, a business convention, the idea of the show suggests a host of natural, spectacular, curiosity-stimulating ballyhoo activities.

The show concentrates on portraying the funny, social, have-a-good-time side of such gatherings, bringing into relief the incidents that people like to remember and talk about after the brawl is over.

The principal story is a hilarious amalgamation of about a dozen incidental stories. All have been dolled up to the limit with inside color, glamor, excitement. All take surprising twists. Besides being the stuff that entertains, "Convention City" is liberally studded with scores of nifty spe-

cial selling angles. The cast is of more than ordinary box office power. Every kind of showman will have his choice of specialties to exploit.

Selling "Convention City" should be a cinch. First get your patrons to know, in the strongest ways you can, that it's worth more than the price of admission. Names in the cast should more than take care of all marquee, lobby and ad requirements. For ballyhoo purposes concentrate on one big idea. Make your theatre the grand headquarters for all fun lovers. Announce the show as a mammoth convention of all those who appreciate non-sensical mirth. Invite the women to get the low-down on what their hubbies do when they shove off on one of these important business gatherings where wives are not wanted. Renew for the men all the good times they had while conventioning. Brush up the old key to the city gag again. Hang up all the banners and pennants you can in your neighborhood. Circus the show to the limit. Pound home the idea that "Convention City" is not common, usual entertainment. Convince the crowd that it's a new, different, unusual 70 minutes of laughter.

—McCARTHY, Hollywood.

### THE Film DAILY

#### "CONVENTION CITY"

with Joan Blondell, Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis, Hugh Herbert, Ruth Donnelly, Grant Mitchell

69 mins.

First National  
SNAPPY AND HILARIOUS FARCE  
THAT WILL KEEP AUDIENCES ROLLING THROUGHOUT.

Making pretty much of a burlesque out of conventioning in Atlantic City, setting it up as 5 per cent business and 95 per cent booze and women, this is a refreshing concoction that should have no trouble giving satisfaction to those who want a mixture of laughs and spice. With a name cast as long as your arm, including plenty of comedy talent, plus a continuity and direction that propel the action at a springy gait, there is something doing all the time, and mixed in with the farce are a couple of romances.

### MOTION PICTURE DAILY

## MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

### "Convention City"

(First National)

Every convention has at least one funny story to be remembered by the conventioners and this picture covers them all. Much credit is due Peter Milne for conceiving the story; to Robert Lord for adapting and to Archie Mayo for expert comedy direction. It affords unlimited exploitation to attract first nighters, who should do the word-of-mouth to keep them coming.

### THE Film DAILY

The trailer gets its share of glory!

... THAT IDEA of staging special skits as trailers for coming films, now being used by Warner-First National, is clever stuff. In the one on "Convention City," a cop interrupts a couple of safecrackers, just to tell them where the pix is playing. Then a husband walks in on his wife and her sweetie, to tell them the same thing. And when an acrobat, who is being balanced in mid-air, tells his partner about the picture, the latter walks out from under and leaves the former floating in mid-air.

### VARIETY

## Convention City

Fast moving comedy that should be a money magnet at all houses, 'Convention City' was evidently built for entertainment and nothing else and succeeds 100 per cent. With a cast of names well chosen for their box-office attraction, plus good campaign material in the story, it can stand the strongest type of bally.

Story is written around the sales convention of a rubber company in Atlantic City. There's a thread of a yarn running through it, not too thick to interfere with a number of running gags and situations that kept the audience running the gamut of laughter from start to finish. Archie Mayo has contributed everything he knows about comedy direction to keep up the laugh average. Robert Lord has written a script that never lets down.

Adolphe Menjou, on the make for the company president's daughter, so that he may be promoted to sales manager, kicks around his chances when he takes the rap on a badger game frameup to save Guy Kibbee's reputation. Kibbee's wife tips off the Menjou spouse who is looking for a divorce and she catches him red handed with Joan Blondell, a gold digger. He tries hard to get back again with Patricia Ellis, the prexy's daughter and is about to succeed when Mary Astor, who loves Menjou, argues Miss Ellis out of him. At the convention, Grant Mitchell, the sanctimonious president, announces the new sales-manager, drunken Frank McHugh, who ran into the president while he was enjoying the company of 'Mae LaRue, Insect Exterminator, insects exterminated at all hours.'

Picture at all times is hanging on the border of the bandy but never goes over the line. Smart cracks are flipped around with lightning speed. No performance is outstanding. Everyone has his inning and everyone scores. For instance, Hugh Herbert runs all through the picture as a drunk, has less than a half dozen lines. Comes near copping the picture in the fadeout speech when he discovers he is attending the wrong convention. Menjou plays a fast talking, wise cracking salesman, a character unusual for him, gives a performance that should heighten his popularity. Same for Dick Powell in a similar part. Joan Blondell takes her share of the honors as the gold digger. Frank McHugh takes care of himself. Guy Kibbee and Ruth Donnelly as henpecked husband and bossy wife have their innings. Mary Astor, Hobart Cavanaugh, Sheila Terry, Grant Mitchell, Gordon Westcott, Johnny Arthur and Huey White are all fine in smaller parts.

Photography and sets are excellent, also the cutting job of Owen Marks.



# Exploitation Ideas

## Wide Variety Of Exploitation Tie-Ups

### TRANSPORTATION COMPANY TIEUPS

**RAILROADS**—Elsewhere it has been suggested how uptown railroad ticket offices can be tied in with the picture. It should be possible to arrange with the station ticket agent as well for the following cooperation.

Get out facsimile excursion flyers and place them in the travel-folder racks, at information desk, ticket counters and on tear-hooks which are usually at hand in all depots. As a greater incentive to close tieup arrangements, half of the copy on flyer can be devoted to railroad rates and excursion information. Copy should read:—

Why not learn how to get a real kick out of your next "Convention City" trip by paying a visit to the **STRAND THEATRE, WEEK of JAN. 22nd**. You'll see Joan Blondell, Adolph Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis, Ruth Donnelly, Hugh Herbert and Grant Mitchell in a convention of laughs in **"CONVENTION CITY"**

Reproduction of regular cut or mat should be used as a pictorial unit.

**AIR LINES**—The following angle should appeal to air line ticket offices and get you the desired window display cooperation. On a panel of stills carrying a blurb on the picture, place this copy.

**"CONVENTIONS TAKE UP A LOT OF VALUABLE TIME. DELEGATES WHO TRAVEL THE 'AIR WAY' SAVE MANY PRECIOUS HOURS ON THEIR ANNUAL TRIP TO 'CONVENTION CITY.'"**

**BUS LINES**—This branch of transportation is going after convention business strong, and whole hearted cooperation will be forthcoming from the majority of bus lines. First—make up cards for front and inside of buses reading—"THE COMFORTABLE AND ECONOMIC WAY TO REACH A N Y 'CONVENTION CITY' IS BY BUS. SEE 'CONVENTION CITY' AT THE STRAND THIS WEEK."

Second—Get out throwaways similar to those suggested for railroad tieup, using the copy angle for base of tieup as suggested above.

### TRAVEL AGENCIES

Here is another natural tieup possibility, that includes travel and tourist bureaus and railroad ticket offices.

Use this copy in conjunction with production stills 79 and 82 which should clinch the tieups.

**"ALL ABOARD FOR 'CONVENTION CITY.' DELEGATES, SAVE ALL THAT BOTHER AND WORRY. LET US FIX UP YOUR ITINERARY."**

### CAMERA TIEUP

Dealers handling kodaks, and camera supplies come in for their share of cooperative window advertising. The following copy is suggested for window tieup card, to be used in conjunction with display of kodaks, film and developing and printing ads.

Take A Camera With You On That Visit To

**"CONVENTION CITY"**

You will enjoy having a permanent record of that memorable event.

### Special Postal Telegraph Tie-Up For Free Displays

Postal Telegraph headquarters in New York City has authorized a window display of the **JUMBO TELEGRAM** inserted in this merchandising plan. This telegram will be pasted in the windows of all postal offices, main and branch, throughout the country. You will notice that space has been provided for your theatre name and other imprints.

A memorandum confirming this tie-up has been sent to the managers of the local Postal Telegraph branches. This will insure speedy and efficient cooperation. In cities where there are more than one Postal Telegraph office, or should you desire to use this telegram as a throwaway, additional copies may be secured from **ECONOMY NOVELTY COMPANY, 239 WEST 39th STREET, N. Y. C.** The prices, together with your imprints are as follows: 100—\$6.00; 500—\$10.00; 1000—\$15.00.

In addition to the **JUMBO TELEGRAM** your local Postal Telegraph manager will cooperate with you in arranging a special window display using the featured still No. C45, as well as other stills from the picture. Go after this tie-up immediately.

### LUGGAGE TIEUP EXPLOITATION AID

The very nature of the picture makes this tieup a natural, as well as with travel accessory departments of department stores. While the majority of applicable production stills reflect a comedy angle, they are still admirably suited as pictorial units for tieup window display cards, particularly stills number 22 and 28.

The tieup takes in not only trunks and bonafide luggage but any number of articles necessary to travel such as toilet kits, brief cases, first aid kits, medicinal kits, umbrellas, raincoats, money belts, fountain pens, portable typewriters, travelers' writing sets, card cases etc.

Copy along the line suggested here will serve as the basis for tieup. "Keep up with the parade when you go to 'Convention City' this year. Carry luggage and travel accessories that spell class. Be a credit to your delegation."

### SMOKE SHOPS, DRUG STORES

**SMOKE SHOPS**—Here is a tie-up angle for smoke shops that should find favor with the majority of this class of merchants. The following copy can be used.

Make that trip to **"CONVENTION CITY"** 100% enjoyable!

Take along a box of your favorite cigars

**DRUG STORES**—In addition to the above tieup feature that applies to the cigar counter of drug stores, any number of departments of these establishments offer ready made tie-up angles.

One general idea can be made to tie in everything from toilet requisites and medicinal supplies, to flasks, thermos bottles and fountain pens. The modern drug store handles such a variety of articles that the tieup field is practically unlimited. A window display, featuring an assortment of merchandise which the traveler would require, supplemented by theatre showcards, panels of stills etc. presents a real selling argument for all concerned.

Here is suggested display card copy.

When making that trip to **"CONVENTION CITY"**

check your requirements carefully and stock up with the things you need at these special bargain prices.

Stills numbers 10, 38 and 44 are adaptable to this tieup.

### TELEGRAPH AND FLORIST ANGLE

At all conventions, new posts are created, promotions and appointments announced, and which usually will effect one or more local delegates who have to be at these gatherings.

This adds another angle to the long list of tieup possibilities.

**TELEGRAPH COMPANIES**—Here is tieup copy for window display card. Still 42 can apply as pictorial unit to either Postal or Western Union. Stills 30 and 48 are to be used for Postal tieup only.

**NOTHING WOULD PLEASE HIM MORE!**

A wire of congratulations to Father, Son, Brother or Pal who may have been cited for promotion or accorded some signal honor while at

**"CONVENTION CITY."**

**FLORISTS**—The florist shops that specialize in wiring floral tributes can be tied in, as in the case of Telegraph Companies, using the same slant for tieup window copy as suggested in the wire of congratulations. Still number 42 fits in with this idea.

### ALL MEN'S SHOPS CAN BE TIED IN

**CLOTHIERS**—A window devoted exclusively to clothing suitable for traveling, raincoats, caps, etc. Together with display cards tying in the "Just the outfit for that 'Convention City' trip" idea and cut-outs or panels of mounted stills, is an obvious tie up possibility. Stills numbers 29-30 and 203 are ideal for this purpose.

**SHOE DEALERS**—A window trim of shoes that tie in with the thought "Let your feet enjoy that 'Convention City' trip. Wear shoes in that parade that are both comfortable and dressy," is another logical tieup possibility. Stills numbers 34 and 79 are suggested as pictorial units.

**GENTS' FURNISHING SHOPS**—The display of wearing apparel and accessories most suited for travel and most apt to be required on a convention trip, can be tied in to mutual advantage. The catch-line "Look the part on that 'Convention City' trip" will sell the idea. Still 44 is only one of many that will add effectiveness to the tieup.

### HOTELS, CAFES AND RESTAURANTS

**HOTELS**—If you have a particularly friendly hotel among your contacts, there are several cooperative stunts that can be inaugurated. 1st—There is the printing of special menu cards with a tieup message, which in turn is delivered to the hotel printer for menu copy. A special mat which is reproduced here is available, and



Mat No. 9 Price 5c

will go far toward selling the tieup plan to hotel dining room and coffee shop or any restaurant or cafe for that matter.

Here is suggested boxed copy for top or bottom of menu card:

**TWO REASONS WHY AKRON HAS ACHIEVED POPULARITY AS "CONVENTION CITY!"**

The genuine cordiality of its citizens AND the true hospitality to be found at **THE STANTON HOUSE** where the food is so tastily prepared,—the service so courteous—and the prices so moderate—that the stranger in our midst hates to depart.

May we suggest to our guests that they will greatly enjoy **"CONVENTION CITY"** at **THE STRAND—ALL THIS WEEK. A fitting climax to a meal at the STANTON HOUSE.**

2nd—Get out special miniature tack cards to be placed on bulletin boards in all hotels at desk, lobby, writing rooms etc. For this unit the following copy is suggested. A mounted production still on this bulletin board card will add to its selling value.

Hospitality is the watchword that has made Akron popular as **"CONVENTION CITY"** and The Stanton House the Mecca for all "Convention City" visitors.

Your stay with us will be made even more enjoyable by a visit to the **STRAND THEATRE THIS WEEK** where you will see that hilarious comedy **"CONVENTION CITY"** with Joan Blondell, Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh and a host of others.

**RESTAURANTS**—The menu idea suggested for hotel dining rooms and coffee shops serves equally well for restaurants and cafes. Many restaurants can be induced to get out "Convention City Special Blue Plate," particularly if some convention is in session locally. In this instance a special slip should be provided to attach to the regular menu card. The special mat mentioned for hotel menus should be used and also a line or two of copy boosting the picture.

**CAFES**—In those places where beverages coming under the Repeal Act are sold, the same general idea formerly recommended for soda-fountains is admirably suited here. In this instance some tasty concoction to be known as the "Convention City Cocktail," "Convention City Pick-up," "Convention City Flip (or Fizz)" will of course be the rule. If the recipe is particularly ingenious and is apt to become popular, the following angle can be incorporated. Print up small cards to be given to each patron who orders this special drink. For illustrative feature on cards advertising this "special" stills 4-17-34 and 101 fit in nicely.



# Stunt of the Week

## SIX-DAY NEWSPAPER CONTEST SELLS STARS AND COMEDY IN PICTURES

The long list of stars, plus the hilarious comedy situations in "Convention City" lend themselves to a six-day newspaper tie-up which will serve as a big publicity build-up for your showing of the picture.

Your local newspaper will find this a valuable feature, because it sustains readers' interest from day to day; it does not require much newspaper space; and does not involve a great deal of clerical work to decide winners.

Readers are asked to give a nick-name for each of the stars whose cartoon pictures appear in the cooperating newspaper. Those submitting the ten or fifteen best sets of nick-names receive the prizes you decide to award at the end of the contest.

The publicity story prepared for this contest has been written on the basis that prizes will be awarded at the end of the contest, after all six cartoons of the stars have been printed. However, if you so desire, daily prizes may be

awarded for the best dozen nicknames submitted for the star whose cartoon appears each day.

After you have planted this feature with your local newspaper, play it up as big as possible. The more people you can interest in this contest, the more ticket buyers you will get for your showing of "Convention City."

Boost the contest thru every medium you have at your command. Make a big lobby exhibit of blow-up of your cartoons; display large lobby signs plugging the contest; tie-in your copy with your advance lobby advertising. Carry announcements on your heralds and programs, in your newspaper advertising, and on your screen. Be sure to credit the cooperating newspaper for its part in publicizing the contest.

Induce the newspaper to run display announcements spotted thru the paper, carry banners on their delivery trucks, and distribute special tack-cards on newsstands.

This contest, properly handled will work as a big booster for your showing of "Convention City."

(First Day Publicity Story)

### Free Movie Tickets In News' Nickname Contest

#### Twenty-Five Pair To Be Awarded In Intriguing Six-Day Contest Starting Today

WHAT does Joan Blondell's husband call her in the privacy of their home? What nickname does Dick Powell get from his intimate friends? . . . What pet name would you give Mary Astor if she were your sweetheart or your wife? It's your move. Just give a nickname for the movie stars whose cartoons will be printed in the Daily News, starting today.

We'll start with the cartoon of Joan Blondell made from life by Sam Berman, famous caricaturist. You've seen Joan Blondell in dozens of pictures, and perhaps in person too. No doubt you already have some pet nick-name for her, however in order to become more intimately acquainted with Miss Blondell here are a few facts about her intimate life.

She is superstitious and likes to dance. Never attends gala Hollywood openings, but prefers to mingle with the crowds. Her favorite attire is white duck trousers and keeps fit by skipping rope. Her choice food is Chop Suey and soda pop. The studio and stage hands call her "Blondell"—a sign that she is regular.

Miss Blondell has been starred in many screen hits, the most recent of them showing her as a fast gold-digging chorus girl. Remember her in "Gold Diggers of 1933," "Footlight Parade" and "Havana Widows"? Well, get a load of her capers in her newest hit, "Convention City." What a gal—so lovable!

Now, pick your nick-name for Joan Blondell. But do NOT send it to the Contest Editor until you have selected nick-names for the other five stars in "Convention City" whose cartoon-pictures will appear in this newspaper on subsequent days.

At the end of the contest the Strand Theatre will award twenty-five pairs of guest tickets to the twenty-five people who send in the

best set of nick-names for the six stars in "Convention City." These guest tickets will be good to see "Convention City" which opens



JOAN BLONDELL

Out to get even with the traveling salesmen!

(date) at ..... theatre. "Convention City" is a hilarious comedy based on business conventions which most men use an excuse for whooping up things.

Joan Blondell has the leading role of a gold digger who dotes on delegates to conventions. Others in the all star cast include Adolphe Menjou, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis, Ruth Donnelly, Hugh Herbert, Hobart Cavanaugh and Gordon Westcott. Archie Mayo directed from the screen play by Peter Milne.

(Second Day Publicity Story)

### Widespread Interest Shown In Star Nickname Contest

#### Everybody Talking About Novel Contest Featuring Stars In "Convention City" Strand Hit

SAY, is Toledo excited, and are we thrilled? We thought folks would be interested in our little contest but we never imagined the spontaneous and extended response the old town has given us. And that's the way we like it, lots of fun for everybody and everybody joining in. That pert little gal you see above today is Mary Astor, the doctor's wife, so, boys, get out your apples . . . and everybody get out your pens for another try in the Daily News nickname contest.

The comedy caricature is what Sam Berman, famous cartoonist, thinks of our little intriguing star,

always cracks them on the big end.

Mary Astor has starred in many recent hits including "The Little Giant," "A Successful Calamity," "Red Dust," "The World Changes," and now she turns her undoubted histrionic ability to the subtleties of a comedy portrayal in Warner Bros.' latest smash "Convention City."

We know this is a hard one, but go ahead—pick your name for Mary Astor. But REMEMBER! DON'T send it to the Contest Editor until you have selected nick names for the rest of the stars in "Convention City," whose cartoon pictures will appear in this newspaper on subsequent days.

At the end of the contest the Strand theatre will award twenty five pairs of guest tickets to the twenty five people who send in the best set of nicknames for the six stars in "Convention City." These guest tickets will be good to see "Convention City" which opens (date) at .....theatre.

The story by Peter Milne is a sparkling comedy showing how the tired business man behaves when he leaves his friend wife behind to go on a business trip. Joan Blondell heads the all-star cast as the chorus girl chiseler who dotes on playful conventioners.

Others in the splendid cast include Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis, Ruth Donnelly, Hugh Herbert, Grant Mitchell and Gordon Westcott.



MARY ASTOR

The sweetie of many a suite!

what do you think of her? Come on, everybody's in it—give her a nickname, because, when you see her happy-go-lucky antics in "Convention City," you'll know she's one of the gang. If you feel you don't know enough about her, here are a few intimate facts about her personal life.

She is well known for her distaste for vivisection, and her kindness to animals. And being very fond of apples she terms that crack about keeping the doctor away a lot of applesauce. Her soft boiled eggs must be done to a T and she

THE SIX MATS INCLUDED IN THIS STUNT ARE AVAILABLE AS A UNIT

Order Mat No. 4 Price 30c



# Stunt of the Week

(Third Day Publicity Story)

## Nicknames for Movie Stars Bring Free Movie Tickets

Think Up A Pet Name For Star In "Convention City," Big Laugh Hit Coming to Strand Theatre

LOOKIT, girls, can you imagine running your fingers through Adolphe Menjou's hair and calling him, "Dolphy Wolphy." And yet, after you've mussed his dignity you can't very well say, "Mr. Menjou." And that's the stunt—find the nickname for Adolphe Menjou. Perhaps you've often dreamed of life in Hollywood, but have you ever thought that an intimate of the movie colony would never say Mister or Miss.

We have reproduced with this story a caricature of the famous star done by Sam Berman, well known cartoonist. Perhaps this will help you in your selection of a pet name for Adolphe Menjou . . . no doubt you already have one of your own for him . . . but this illustration and these few carefully guarded facts about his private life should help you select a nickname for him.

He is very fond of Chinese thousand year old eggs, especially the spotted ones. And although he is the possessor of one of the most expensive wardrobes in Hollywood has not made a single sartorial purchase in the last five years, tailors being only too glad to have him wear their creations. He is quite popular with the Hollywood correspondents and they familiarly call him "Dolphe."

With a new Warner Bros. contract this versatile star is entering the most interesting phase of his brilliant career. His deeply dramatic role in "Farewell to Arms" just behind him, he swings adroitly to the opposite role of hilarious comedy in the madcap story of travelling salesmen on vacation, "Convention City."

REMEMBER when you pick your nickname for Adolphe Menjou do NOT send it to the Contest Editor until you have selected nicknames for the other stars in "Convention City" whose caricatures will appear in this newspaper on subsequent days. Be sure so see tomorrow's Daily News.

At the end of the contest the Strand theatre will award twenty five pairs of guest tickets to the



He was made sales manager over night, and what a night!

twenty five people who send in the best set of nicknames for the six stars in "Convention City." These guest tickets will be good to see "Convention City" which opens (date) at .....theatre.

Menjou is one of the members of the all star cast in "Convention City," which includes Joan Blondell, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis and Ruth Donnelly. The story by Peter Milne is a hilarious comedy based on the escapades of wild husbands when they go off to attend alleged business conventions. Archie Mayo directed from the screen play by Robert Lord.

(Fourth Day Publicity Story)

## Everyone Entering Contest For Free Tickets To Strand

Novel Contest Proves Attraction as all Toledo Tries Nicknaming Movie Stars In "Convention City"

AND this, folks is smiling Dick Powell, the singing master of ceremonies, whom Warner Bros. captured for the screen. A million feminine hearts have gone flitter, flatter, flutter, at the sound of his golden voice. And if that voice were crooning sweet nothings into your own very personal ear you certainly wouldn't say "Mr. Powell" would you? No, indeed! Well, what nickname would you give him?

In spite of the fact that this

the Patagonian zither. Some talent, eh!

He vaulted to stardom through "Blessed Event," "42nd Street" "Goldiggers," and "Footlight Parade," and soon will appear in "Sweethearts Forever," and "Wonder Bar." His present role is the romantic lead in Warner Bros. side splitting comedy "Convention City."

Come on, ye millions, pick your nickname for Dick Powell. But remember DON'T send it to the Contest Editor until you have selected nicknames for the other three stars appearing in "Convention City" whose cartoons will appear in this paper on subsequent days.

At the end of the contest the Strand Theatre will award twenty five pairs of guest tickets to the twenty five people who send in the best set of nicknames for the six stars in "Convention City." These guest tickets will be good to see "Convention City" which opens (date) at .....theatre.

There is action, punch, surprise. Several individual stories are interwoven to form the main thread of this gay narrative—all of them working out to a conclusion against the background of the riotous convention.

As a cast for this sprightly comedy, First National assembled one of the most impressive lists of "names" that has come out of Hollywood in Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh—all in major roles! Add to these, such players as Patricia Ellis, Ruth Donnelly, Hugh Herbert, Hobart Cavanaugh, Grant Mitchell, Gordon Westcott—and you have some idea of the acting talent that has been lavished on this film.



He thinks all conventions should be done away with—at conventions!

talented young man should be well enough known to you to select a nickname for him, we are giving besides this interesting cartoon reproduced above, a few pithy intimate facts about him.

He saw his first street car when he was six years old and immediately asked what had become of the horse. He is crazy about flying but isn't interested in a yacht unless it can swim through the air. His greatest hobby is music, yep, that's what he calls it, and his only pet peeve is people who don't like it—He plays every musical instrument except piano, violin, bagpipes, and

### PROMOTE SAMPLES FOR GIVEAWAYS

Quite naturally, the most productive part of your exploitation campaign will be the things you do to create maximum word-of-mouth advertising.

Naturally this valuable form of advertising will be forth-coming from everyone who has seen "Convention City." However, in order to get them coming to your theatre to see the picture, give them something to talk about in advance.

Try this idea:

Promote from local manufacturing and sales companies samples of their merchandise such as boxes of corn-flakes, face powder, thimbles, nail-files, chewing gum, candy mints and other confections—in fact anything tangible.

Have printed a lot of heralds advertising the picture, play-dates and name of your theatre and wrap these around the samples to be distributed to your patrons.

### LOCAL MEETINGS

Alert showmen will keep a watchful eye for conventions held locally. Get after this extra business and invite the business organizations to include the picture in their regular entertainment program and attend en masse.

Dedicate certain nights in honor of the visiting conventioners and play up the event in a big way.

### AUTO STICKERS AND BADGES

The typical "Convention sticker" used for baggage labels, auto windshields, can be gotten out cheaply by your local printer. This should be done either in two colors or with colored ink on a contrasting tinted stock. Made up in diamond shape, they will appear more like the genuine article. Here is all the copy you need on same.

WELCOME  
to  
"CONVENTION  
CITY"

Headquarters at the  
STRAND THEATRE  
Week of JANUARY 22nd

The badges can be made up on tinted stock to represent ribbon. By using the following copy these can be used for a corking stunt, bringing in the lucky number idea. Under this plan 'badges,' should of course, be serially numbered.

WELCOME TO  
"CONVENTION  
CITY"

Wear this badge to the  
STRAND THEATRE  
If you find this number  
posted in lobby, you will  
be admitted FREE

No. 234

## Boardwalk Rolling Chairs Used As Street Ballyhoo

"A Free Ride To See Convention City"—in a rolling chair is the comedy stunt used by the New York Strand Theatre as a street ballyhoo for "Convention City."

Five rolling chairs of the type used on the Atlantic City Boardwalk will be paraded along Broadway. Two of these chairs carrying girls who hand out novelties and heralds advertising "Convention City." The other chairs are vacant

and carry signs reading: Free Ride! Hop On—We'll Take You To The Strand Theatre Now Playing The Riotous Laugh Hit "Convention City."

In situations where rolling chairs cannot be secured, the stunt will work equally effective with open roadsters or touring cars. These automobiles may be secured from local auto dealers who will cash-in a real live advertising stunt.

## Material For Newspaper Art

The caricatures used in the publicity, advertising, exploitation pages as well as on the posters have been created by Sam Berman.

Berman has caught the comedy spirit of the players in "Convention City" as he so expertly does in his work for the new weekly magazine "Today," the ultra-smart magazine for men "Esquire," and his numerous contributions to other humorous magazines of national repute.

Therefore his work for "Convention City" makes excellent art material when used with newspaper publicity.



# Stunt of the Week

(Fifth Day Publicity Story)

## Fans Swing Into Final Lap Of Star Nickname Contest

Get Nicknames Ready In Daily News Contest For Tickets To See "Convention City" At Strand

IT'S about as easy to avoid giving Guy Kibbee a nickname as it is to catch a shadow. Nobody calls this lovable, laughable, jovial comic Mr. Kibbee. No indeedee! But we're not going to give away one single solitary name they call him because we want to see what you'll think up. Sharpen your wits, folks, because you're going to get plenty of competition on this one. Let's go, Scranton!

That caricature up there is just one of the hundreds of intimate poses Guy lets himself be caught in. You must remember his gay antics in a dozen great hits, but, if you feel you have to know something personal about the man before you give him a nickname, here goes on a few intimate facts.

Guy is an old trouper, and was no youngster when he got his break in Hollywood. Soon after he got there he had to raise a mustache for a part but the Missus put her foot down and as soon as the film was over Guy rejoined the ranks of the shaved. He has an aversion to Cuckoo-clocks, and will jump if anyone sneaks up behind him with as much as one teeny weeny cuck.

Who will ever forget him in "Havana Widows?" Or for that matter his stellar performances in "Footlight Parade," "Silk Express," and many others. You know what to expect when "Convention City" roles into town with him and a whole trainload of fun loving travelling salesmen.

Now DON'T FORGET to hold your nicknames till tomorrow when the contest will be completed. THEN SEND your nicknames to the Contest Editor.

And as soon as possible the awards will be made and the Strand theatre will give twenty five pairs of guest tickets to the twenty five people who have sent in the best set of nicknames for the six stars in "Convention City." These guest tickets will be good to see "Convention



GUY KIBBEE

"Laugh and live long at 'Convention City' is his formula for a merry time.

City" which opens (date) at ..... theatre.

"Convention City" has an all star cast, which includes Joan Blondell, the vamp, Adolphe Menjou, Dick Powell, Guy Kibbee, Frank McHugh, Patricia Ellis and Ruth Donnelly.

The story by Peter Milne is an uproarious comedy with many amusing love tangles in which a group of salesmen are enmeshed during a convention at Atlantic City. Archie Mayo directed from a screen play by Robert Lord.

(Sixth Day Publicity Story)

## Last Chance To Send In Nicknames For Movie Stars

Winners To Receive Tickets To See "Convention City" Big Laugh Hit Starting Next Friday at Strand

LAST but not least we have with us Frank McHugh, the insouciant inebriate . . . them's big words, suh! How about you thinking up a terse snappy nickname telling the world the same thing. He has made the character of a tipsy fellow, really funny. And Hughie never runs out of gags!

In the caricature, Sam Berman, famous cartoonist, seems to have



FRANK McHUGH

They gave him the freedom of the city—and does he take liberties!

drawn him in a typical mood. Add that to your conception of Frank and see if you can think of a swell nickname for the life of the party, everybody's pal and so on and so on. Do you know about some of the little stunts he pulls?

The time he sang a song and smoked a cigar simultaneously . . . the day they had so many retakes on a 'drunk' scene he actually walked home soused . . . the time he cut the top out of the magician's hat to the consternation of the rabbits. Yezzir, Frank is full of little tricks . . . well folks, turn the tables on him and give him the nickname of nicknames.

He played in "Footlight Parade," "Havana Widows," "The House on

56th Street," and "Lilly Turner." Watch his smoke as he turns the convention upside down in "Convention City," a wow role for a real wower.

Send in your nicknames (a set of six) to the contest editor. Remember . . . Joan Blondell, Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, and Frank McHugh—each must be nicknamed!

Watch the Daily News for the winners! The Strand theatre will award twenty-five pairs of guest tickets to the twenty-five best sets of nicknames for the six stars in "Convention City." These guest tickets will be good to see "Convention City" which opens (date) at ..... theatre. Don't forget: send your set to the Contest Editor no later than (date) and watch the Daily News for the winners.

"Convention City," which brings ten favorites to the screen is the hilarious story of a hectic sales convention in Atlantic City, where a great many things happen that could scarcely be termed business.

### NOTE TO EXHIBITORS:

In order to sustain interest in the contest while the judges are making their decisions, a series of intimate stories should be written to follow up the foregoing publicity stories. These follow ups should deal with the number of entries received, the amount of interest created, lists of contestants, and various other pertinent data which may crop up during the course of the contest. These should be continued until the judges announce the winners.

## Typical Convention Badges Make Catchy Throwaways

STRAND

CONVENTION CITY

MARCH 6<sup>th</sup> to 12<sup>th</sup>

THE HONEYWELL SWEETIES WANT TO SEE YOU-

This eye-catching lapel badge was used with great success in the smash exploitation campaign put over by the N. Y. Strand for the metropolitan showing of "Convention City." Pass them out to various persons who will carry them through the more populous sections of your town.

The badge is put up with red lettering on a durable white sateen, measuring 2½ x 5 inches, and is equipped with a pin to facilitate attaching to the coats of the wearers. Ample room is left for the theatre imprint at the top of the badge.

There is lots of flash with each one of these novelties, and you will hear a great deal of interesting comment as the result of their use around town. They are clearly visible and are prominent enough to be easily seen as the wearer passes on the street.

Including imprinting of your theater name and dates, these badges are priced reasonably, as follows: 25 or under—8c each; 25 to 50—7c each; 50 to 100—6c each; over 100—5c each.

Available only from Economy Novelty and Printing Co., 239 West 39th Street, N. Y. C.

## Snappy Post-Card Novelty Attracts Much Attention

TIME SAVING CORRESPONDENCE CARD FOR BUSY CONVENTION CITY VISITORS

COME OVER TO	HERE IT IS	I SPEND EVENINGS
DEAR	DEADERN'L	IN CONFERENCE
WIFE	HOTTERN'L	MAKING WHOOPEE
CHILDREN	COLDERN'L	DANCING
SWEETIE	THE NUTS	PETTING
OLD THING	DRIERN'L	AT MOVIES
BROTHER-SISTER	WETERN'L	THINKING OF YOU
FRIEND	HUNKY-DORY	READING
FOLKS	HOT-CHA	I NEED
HOW ARE YOU? I AM	HERE I ENJOY	MONEY
HAPPY	WORKING	LOVING
LONESOME	LOAFING	SYMPATHY
BLUE	STEPPING OUT	SLEEP
BROKE	BATHING	A DRINK
SO SO	GOLFING	YOU
COCKEYED	GUZZLING	WILL SEE YOU
HOTBY TOTBY	SIGHTSEEING	YOURS
BUSINESS IS	HIKING	SINCERELY
GOOD	FISHING	LOVINGLY
COLOSSAL	THE MOONSHINE	ALWAYS
PUNK	THE SCENERY	
FAIR		

SAVE TIME—CHECK ITEMS APPLICABLE TO YOU

This snappy novelty can be put to a thousand and one uses. A clever post-card idea which combines a swell plug for "Convention City" with an idea which will catch on in your situation like wild-fire, makes this something you won't want to pass up. Put up in usual post-card size with colored ink on heavy white stock, this throwaway may be left in the lobby, passed out in the street, or sent to your mailing list, with equal effectiveness.

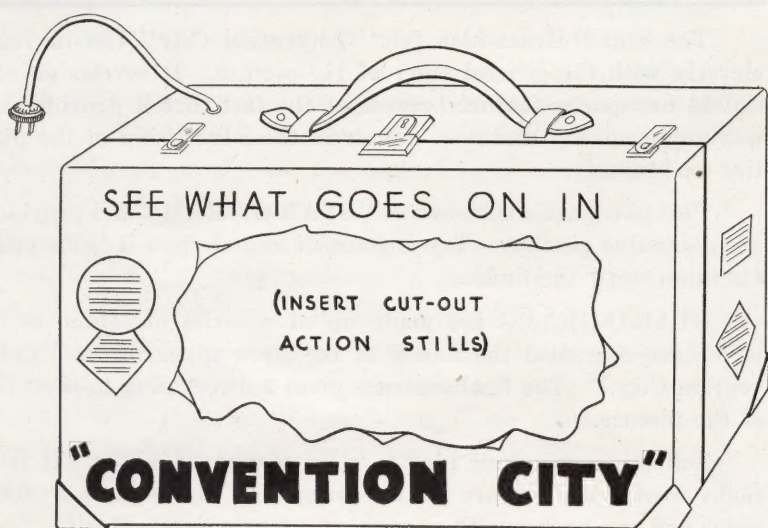
Reverse of card contains strong plug for picture, room for address and message, and space for your theatre imprint. These cards are priced reasonably at 500—\$3.00; 1M—\$4.00; 3M—\$3.75 per M; 5M—\$3.50 per M; 10M—\$3.25 per M. All prices include theatre imprint.

Available only from Economy Novelty and Printing Co., 239 West 39th Street, N. Y. C.



# Exploitation Ideas

## Unique Display Makes Effective Window Tie-up



Described and illustrated here is a clever window display unit, inexpensive to construct, and which should find a ready acceptance from live-wire merchants.

In quantity lots, the cost of cheap fibre and imitation leather suitcases is reasonable indeed. The illustration shows how these can be made into shadow-boxes of unique design which has a definite tieup value with the picture.

A jagged opening is cut on one side of the suitcase through which a scene from "Convention City" is shown. This is accomplished by having a sign artist paint the inside background of enclosure to represent the skyline of Atlantic City's ocean front. In front of same a row of cutout figures from stills

mounted in perspective and should be set within an inch or two of opening.

A particularly ingenious sign artist can do much with this idea. A small electric light bulb concealed above opening or to one side of interior, and attached to cord and socket as indicated in drawing, completes the effectiveness of the display.

Copy for lettering is suggested in illustration. Stickers carrying catchlines, theatre name and playdates resembling the typical tourist and hotel label should be pasted around the suitcase.

This is an ideal display unit for any number of shop-keepers and is a natural for luggage shops, travel requisite dealers, railroads, tourists' offices, etc.

## Strand Makes Realistic Display From Six Sheet



A lobby set-piece that attracted a great deal of attention was used by the New York Strand Theatre as part of its lobby display advertising the coming of "Convention City."

The idea was taken from the six sheet poster, illustrated on the back of this merchandising plan. It was, however, executed on an enlarged scale, approximately 14 feet in height.

The illustration on the six-sheet in its actual size provides a good-sized display. The addition of an assortment of stills and 11 x 14 color cards will greatly enhance the entire display. Selling copy and smart catch-lines may be picked from the advertising section.

This mounted art gives you the cue to many other lobby decorations which can be created from the poster art and stills available at the exchanges. The 24-sheet design, for example, can be made of immense value in slightly reduced size. Generous use of stills will aid in your display campaign.

## MANY IDEAS FOR TEASER STUNTS

No picture title to date has offered such genuine teaser campaign possibilities as "Convention City." Interest can be aroused to a maximum degree by following the teaser ideas herewith suggested.

FIRST comes the outdoor Teaser Billing Campaign, where no mention is made of theatre or date indicated in copy. Plaster your town with Snipes, Tack Cards, and Throwaways bearing the following copy:

### WAKE UP!

*Make Akron*

**"CONVENTION CITY"**

*Conscious!*

**BECOME A BOOSTER!**

\* \* \*

This same copy can be used for small spot ads scattered in newspapers.

SECOND comes the Teaser Street Ballyhoo.

Cover a truck with sign-boards (sides and back) on which are posters or tacked banners bearing the following copy:

### AT LAST!

**AKRON WILL BE KNOWN AS  
"CONVENTION CITY"**

*Give the Honeywell Rubber Co.  
Visiting Salesmen*

**A GRAND WELCOME!**

\* \* \*

The THIRD idea will identify same as a theatre stunt, and incorporates name of theatre and playdates:

**WELCOME VISITORS!**

*While in*

**"CONVENTION CITY"**

*Week of Jan. 22nd*

**Make your Headquarters at  
STRAND THEATRE**

\* \* \*

The above copy is admirably suited for stands, 3 sheets, one sheets, tack cards, throwaways and highway arrows.

And here is a Teaser Gag in the form of a distributive unit. This should be a neatly printed card (calling card size) and distributed to all hotels, barber shops, men's cafes, etc. A pass or two, to hotel clerk should result in the agreement to place one of these cards in each mail and key box, or better still, the same inducement to Captain of bell boys or housekeeper to have one of these cards placed on dresser of each guest room, on writing room tables, etc. Here is copy for card:

**Welcome Stranger to  
"CONVENTION CITY"**

*Ask for NANCY*

**Give me a ring sometime  
(Theatre 'phone number here)**

\* \* \*

In connection with this calling card gag the 'phone should merely say "Nancy is none other than Joan Blondell, one of the many stars in "Convention City" now playing the Strand Theatre."

## USE INQUIRING REPORTER GAG

Here's an Inquiring Photographer stunt that's worth space in any newspaper. It deals directly with the underlying plot of the picture and at the same time makes a good human interest contest.

The contest can be used for two days with only a slight question variation. On the initial day, use the question: **SHOULD A HUSBAND TAKE HIS WIFE TO A CONVENTION?** This is bound to stir up a lot of comment and when on the second day you follow up with the question: **SHOULD A WIFE TAKE HER HUSBAND ALONG TO A CONVENTION,** there will be even more active interest evidenced.

Below is a model story which shows how your newspaper should handle the stunt.

*(Newspaper Story)*

## THE INQUIRING PHOTOGRAPHER

*Many situations in "Convention City" are due to the trouble incited by a hen-pecked husband's jealous wife. This, together with the appearance of other suspicious wives, keeps the picture moving along at a fast and funny pace.*

*These situations as seen in this new Grand Theatre feature, give the Evening Times "Inquiring Photographer" a corking question to put to the women folks; SHOULD A WIFE ACCOMPANY HER HUSBAND TO A CONVENTION?*

*Our "Inquiring Reporter" stationed himself at the corner of Broad and High Streets, and asked the above question of six women selected at random. Here are their opinions:*

*(FOLLOW WITH  
ANSWERS TO QUESTION)*

## GIRLS IN BUS IS GOOD BALLY

A bus-load of attractive, flashily dressed girls are bound to catch the attention of everyone on the streets of your town. Use the following copy on banners hung on the bus:

**Delegates to  
"CONVENTION CITY"  
must be entertained when away  
from their wives — Everybody  
gets A Break!**

**Join us at the  
STRAND THEATRE**

\* \* \*

This stunt can be made additionally effective, if a giant "key to the city" is constructed on top of the bus in either a gilt or silver effect. A line imprinted across the key will tie-in perfectly with this particular idea.

If you can get girls who can sing with reasonable ability, have them yodel the parody songs suggested elsewhere in this section, as the bus rolls along the streets.

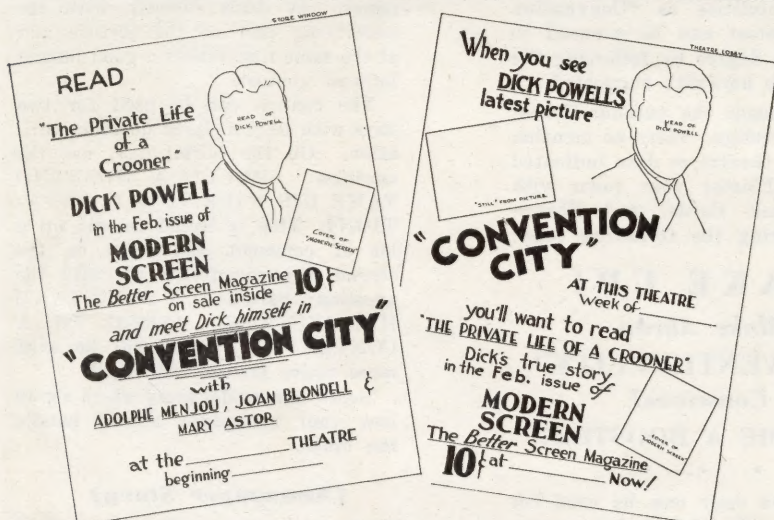
## The Vitaphone Trailer on "CONVENTION CITY"

combines novelty and selling power in one of the most entertaining pieces of advertising you have at your command. A new idea in trailers is ingeniously worked out, and will succeed where other efforts will fail. Here is a short which deserves feature billing. Add it to your program now—the longer it plays, the better it pays!



# Exploitation Ideas

## Tie In Fan Magazine For National Hook-up



(FOR WINDOWS)

(FOR THEATRE LOBBY)

### WINDOW DISPLAYS

Arrangements have been made with 1800 chain stores which guarantee you a window display in the choicest spot in your shopping district. Every store in the chain belonging to KRESGE, KRESS, W. T. GRANT, McCrory, McLELLAN, MURPHY and GRAND-SILVER has been notified of this tieup and is waiting for word from you. Here's how it works:

The February issue of *Modern Screen Magazine* on sale January 1st, is featuring a story on Dick Powell, entitled "The Private Life of a Crooner." Managers of every store involved in this country-sweeping deal have been advised by their supervisors to cooperate with you on any plan which would result in mutual benefit. The accompanying poster suggestions for windows and lobby show one method of tie-up.

### NEWSSTAND DISPLAYS

Splendid newsstand tie-ups may be made by tacking the illustrated display cards on the side of the stands.

Copies of the magazine article mentioned will be supplied by store or distributor on request. Additional information, if unavailable locally, will be supplied immediately on request by: Miss Pearl Honig, Dell Publications, 149 Madison Avenue, N. Y. C.

## Use Burlesque Convention Gag

Here is a ballyhoo, that will not only sell the idea that a comedy riot is playing your theatre but will almost create a riot itself.

The stunt is to inaugurate a Burlesque Convention Parade, starting at some point just out of the shopping and business center of town and parading through same direct to your theatre.

Here are the features of the parade, which combine to make this a traffic stopping bally:

At the head of the parade put a small band in misfit uniforms who play out of key as they march. Follow them with a couple of boys or men carrying a stretched banner reading:

Honeywell Rubber Company  
On Our Way To "Convention City"  
First gathering since 1834  
Watch Us Grow

Headquarters, STRAND THEATRE

In line behind this unit come a score or so of boys or men attired in linen suits or any cheap outfit of uniform color and design. All should wear long white beards and carry canes. Some should carry light pole banners bearing copy of a burlesque nature. Here are several suggested banner copy lines:

"Our Non-refillable Hot Water Bags soothe the nation. See our exhibit at 'Convention City.'  
"Honeywell originated Cemented Rubber Bands for tight wads. Get your sample at Strant Theatre."

## Magic Square Popular As Newspaper Feature

The Magic Square has been established as a successful feature with many newspapers in all parts of the country.

Plant this interesting feature with newspaper and offer guest tickets for the first twenty persons to submit correct solution to your theatre or in care of the Magic Square Editor of the co-operating newspaper.

The current square conceals the following sentence "CONVENTION CITY IS WHERE GOOD FELLOWS GET TOGETHER."

The Magic Square is solved by beginning with the circled square, moving up or down, right or left, not diagonally, and ending at the square which contains the period.

If you haven't already planted the Magic Square, try it now and reap the benefits of this unusual feature.

			H	T	O	T	
			R	E	E	G	T
T	I	C	N	O	E	G	
Y	I	O	C	I	T	S	
W	S	N	V	E	N	W	
H	E	G		F	E	O	
E	R	O	O	D	L	L	

Mat No. 3 Price 5c

## New Puzzle Idea Makes Swell Newspaper Plant

The Star-O-Gram idea for "Convention City" ties in very cleverly with the general story of the picture. It reveals an excellent newspaper feature because of the fact that it provides an intriguing novelty and does not stress the advertising of the picture too strongly.

This new puzzle is known as "STAR-O-GRAM" and provides an interesting pastime. Try it yourself and see how it holds your attention until the finish.

STAR-O-GRAMS are made up of a series of sentences in which are concealed the names of the stars appearing in "Convention City." The final sentence gives a direct plug to the title of the picture.

Sell this new puzzle idea to your newspaper editor. It is a really worthwhile feature for his newspaper. It requires a small space and can be run with or without a movie ticket offer for first group of correct solutions submitted.

**NOTE TO EXHIBITOR**—We have set the Star-O-Grams partly in capital letters so that you can easily distinguish the hidden names of the stars. Use it as a guide in judging the answers submitted by readers.

Star-O-Grams when published, should appear all in the same sort of type. However, to help you in deciding the correct solution, here are the names of the stars:

BLONDELL  
MENJOU  
POWELL  
ASTOR  
KIBBEE

McHUGH  
ELLIS  
DONNELLY  
HERBERT  
MITCHELL

(For Newspaper Use)

## WIN FREE MOVIE TICKETS TO SEE UPROARIOUS "CONVENTION CITY" at the STRAND THEATRE

Hidden among the words printed in the copy below are the names of ten (10) movie stars appearing in the newest laughing hit, "Convention City." Only the second or surnames appear. Can you pick them out?

Twenty-five pairs of guest tickets will be awarded to the first twenty-five persons sending in the correct solutions on or before (closing date). Write the names of the stars on a separate piece of paper so as to make your solutions clear to the contest editor. Address: Contest Editor, "STAR-O-GRAMS," care of this paper.

### Today's Star-O-Gram

Honeywell Rubber Company salesMEN JOURney to Convention City, each shouting "To sELL IS my sole ambition!" The hootch makes them twitch spasmodically, makes theM ITCH ELLiptically. A peroxide begs one of the boys to insure her, but he answers "Listen, BLONDE! LLoyds is the only company will take the risk, and I'm not LLoyds! Get me?" It's bAD ON NELLY when she falls out of HER BERTH. Nancy tries to tell A STORy about the two salesmen to a pal, but train makes too much racket. "Let 'em CHUG." He stammers. Of course, a kibitzer butts in, but soon finds out he couldn't KIB BEErhounds. One guy wins 11 dollars and won't pay up. The loser shouts "StoP! OWE 11 dollars to somebody else, but not me!" President Honeywell praises the boys for their hard work at Convention City now showing at Strand Theatre.

## Slogan Contest Good For Newspaper's Use

Every newspaper editor is a natural booster for his town and he doesn't have to be sold on the idea that the community his publication serves, is an ideal convention center.

In situations where it is impossible to put over the more elaborate "Make our town Convention City" exploitation feature described elsewhere in these pages, this less involved newspaper feature should find favor.

First, plant a story saying that the coming of the picture "Convention City" serves to accentuate the idea in the minds of local citizens, that their town has all the attributes to make it a most desirable 'Convention City.'

The second story should follow along the same lines, but state that so much interest has been aroused on the topic, that it has been decided to inaugurate a slogan contest in this connection. Publish the two examples given below and offer prizes of tickets for the best slogans submitted. A prize of a small cash sum can be awarded for the best.

Here are the two sample slogans to serve as a guide to contestants. "AKRON, THE CONVENTION CITY WHERE GOOD FELLOWS GET TOGETHER." "AKRON, THE CONVENTION CITY WHERE HOSPITALITY REIGNS."



# Exploitation Ideas

## Plan To Make Your Town Big "Convention City"

You will be surprised to find how many local boosters will rally behind the "Tell the world that our town is a real convention city" idea. Your Chamber of Commerce, civic officials, Rotary Club, Kiwanis, Lions Club, etc., will all fall in line if you go after this stunt in a big way. You will also get the whole-hearted support of local newspapers under this plan.

Herewith is a special article to start the ball rolling. It may also be used as a basis for an editorial in your local newspapers. Have reprints of this story made up in the form of flyers and imprint on the reverse copy from one of the ads.

Distribute these flyers to all offices; and every merchant; get them into the hands of every member of the Chamber of Commerce, every Rotarian, Kiwanis and Lion Club member, to every hotel manager and to every 'big shot' in town.

(Suggested Copy For Editorial)

### AKRON—THE CONVENTION CITY

It takes a motion picture to remind us that possibly some of us are not quite as alert as we might be. And the new attraction at the Strand Theatre has done just that.

The photoplay in question is called "Convention City" and shows a wide awake city going after convention crowds in a big way, extending a hearty welcome to all, going the limit from the standpoint of hospitality and thereby popularizing their town generally.

Some cities seem to have an edge on the majority in this matter of attracting conventions from all over the country. In fact a few maintain a civic committee for the sole purpose of inducing business and organization executives to hold these gatherings in their cities. They allocate to themselves the title "Convention City" which can as rightfully belong to any one of a hundred other cities, including our own Akron.

And why isn't Akron a Mecca for conventions? Is there any good reason why we cannot boast to the world that this is "Convention City"? We certainly have every facility, every accommodation and attractions galore to lure conventions to our city. It would appear that we have failed to go out along the highways and byways and sell Akron from the standpoint of being the ideal spot in which to hold these annual events.

If we have been lax on boosting in the past, let's not continue to be so. Let's start today, BOOSTING, BOOSTING, until our message has spread to every city, village and hamlet in the country. Let's tell the world that this is "Convention City"!

Right here is the chance for our City Fathers, the Chamber of Commerce, every Rotarian, Kiwanis and Lion Club member, every merchant, every industrial plant executive, every banker, in fact for that matter every citizen to boost for this plan. MAKE AKRON RENOWNED AS CONVENTION CITY.

The Daily News is willing to start the ball rolling and we know that back in the head of many of our civic and industrial leaders, some concrete plan will loom forth, whereby we can all put our shoulder to the wheel and make the rest of the country sit up and take notice. Let's hope we get an immediate and hearty response.

So here goes, "Three cheers for Akron the Convention City."

(Follow-Up Story and Questionnaire)

## Cheers For Plan To Make Akron "Convention City"

### Enthusiastic Public Response Extols Daily News Plan to Boost Local Advantages

It looks like we started something yesterday, when we suggested that Akron had as much right to be known as "Convention City" as any city on the map.

Already we have received hundreds of letters extolling the plan to boost Akron as the "Convention City." We want to hear from everyone on this topic.

Through the splendid cooperation of the Strand Theatre, whose showing of the picture "Convention City" really prompted the idea, The Daily News is sponsoring a public spirited contest, that will serve as an inducement for everybody to take hold of this "MAKE AKRON CONVEN-

TION CITY" plan and become boosters in a constructive way.

Just write a short letter outlining a plan to sell Akron as the leading "Convention City." You will not only help the Convention City Committee (which is in the process of formation) to build up a plan of action, but you will be competing for valuable prizes as well.

For the best and most constructive suggestions sent in, we are offering the following awards daily until close of contest (date):—

First Prize, \$5.00 in cash; Second Prize, \$3.00 in cash; Third Prize, \$2.00 in cash. 20 awards of 2 Guest Tickets each to see "Convention City" at the Strand.

### LAUGH GETTING RUBBER NOVELTY



The big convention in "Convention City" is held by the Honeywell Rubber Co. Hot water bags are featured as their trade mark at various times throughout the picture with great laughs ensuing. With this in mind, miniature hot water bags have been prepared as novelties which, because of their appearance alone, will get plenty of laughs.

These are made up in two styles of novelties. One is a 4 inch miniature, exact in almost every detail. These sell for \$5.00 per hundred imprinted.

The other while giving the effect of a hot water bag is actually a drawing of a bag printed on rubber and die-cut. These are priced at \$8.00 per M, \$7.75 per M for 3M; and \$7.50 per M for 5M or over. These prices include theatre and playdate imprint.

Order direct from ECONOMY NOVELTY CO., 239 West 39th St., New York City.

### COOPERATIVE ADS

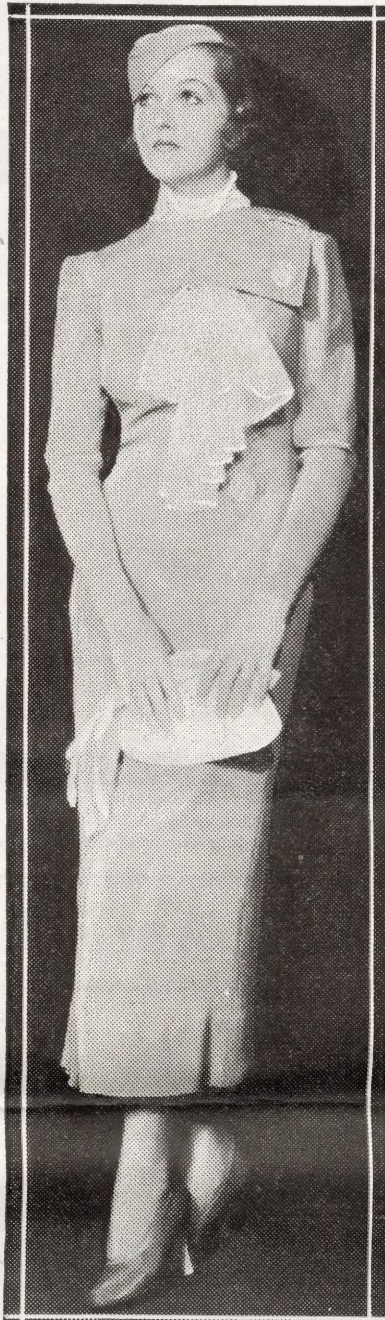
Many of the tieups suggested in this section lend themselves to cooperative newspaper ads. Many merchants will see the advantages of tying in on your campaign by using copy similar to that suggested for tieup window cards. Furnish such cooperating dealers with suitable mats or stills to be used as pictorial units. The variety of possibilities offered in connection with this picture make cooperative ads almost an assured part of your campaign.

## "Studio Styles" Tie-Up Great Exploitation Aid

Showmen know the value of the fashion tie-up with Studio Styles who reproduce the gowns designed by Orry-Kelly for Warner Bros. and First National.

Approximately one hundred leading stores from coast to coast are ready to cooperate with exhibitors in their respective cities. Only one retail store is appointed in each city to sell Studio Styles exclusively. Each store has been supplied with the following advertising and display material: Newspaper Advertising Mats; 11x14 and 28x42 star photos.

Contact your local Studio Styles store to effect a tie-up along the following suggestions: Arrange for style show of living models wearing Studio Styles; Distribute dealer's circulars to your women patrons; Supply store with scene stills from picture for window displays; Arrange to have dealer carry your theatre name and play-dates in newspaper copy advertising Studio Styles.



This illustration is available for publicity or advertising purposes.

Mat No. 2 Price 5c

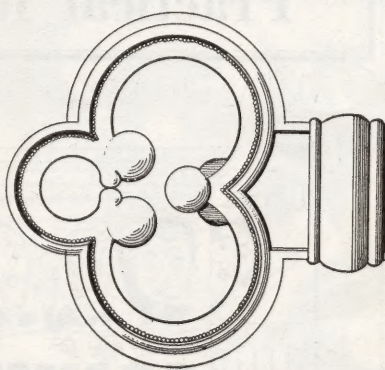
### PATRICIA ELLIS

Popular star who wears this charming dress in "Convention City." Designed by Orry-Kelly and reproduced by Studio Styles. (Order Still No. PE302 from Warner Bros. Still Department, 321 West 44th St., New York City.)

In the Warner Bros. Merchandising plan for "Havana Widows," a complete listing was given of stores in the country's leading cities which feature Studio Styles. By making use of this list, valuable tie-ups may be made for this fashion service.

For Name Of Studio Styles Store In Your City Write: STUDIO STYLES, INC., 525 SEVENTH AVE., N. Y. C.

## Novel Throwaway and Doorknob Hanger Helps You To Sell "Convention City"



This may be your KEY to

**"CONVENTION CITY"**  
with JOAN BLONDELL and a star studded cast

IF THIS NUMBER IS DISPLAYED IN THE LOBBY OF THE GRAND THEATRE YOU WILL BE ADMITTED TO "CONVENTION CITY" FREE  
**No. 601**

This key measuring 11 inches long is available both as a throwaway and a doorknob hanger with each novelty having an individual number which will allow you to work the lucky number stunt described on the face of the key.

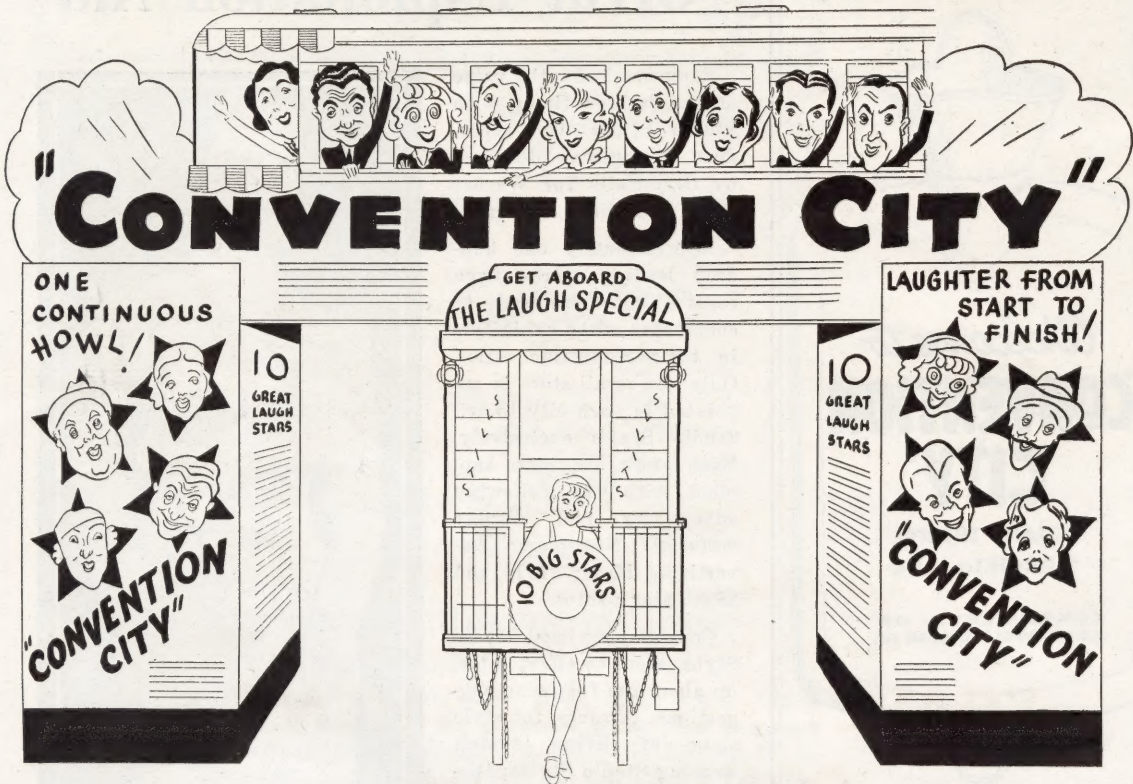
Prices, including imprinting and numbering (optional at no extra cost) are as follows:  
1M, \$6.00; 3M, \$5.50 per M; 5M, \$5.00 per M; 10 M, \$4.75 per M.

Order direct from ECONOMY NOVELTY CO., 239 West 39th Street, New York City.



# Exploitation Ideas

## Sell Cast And Comedy With Novel Front



This illustration shows the general design for your front display. The over-head banner is a reduction from the illustrations on the 24-sheet and can be easily copied in cartoon style by your artist. The other subject matter may be cut-out and mounted from the 6-sheet, 3-sheet and 1-sheet. Be sure to play-up the ten big star names and display a big assortment of stills with the punchy dialogue lines, listed on another page in this merchandising plan. Additional selling lines may be picked up from the advertising copy.

## Flash Auto Tire Cover



This handsome tire cover carries your message wherever motor vehicles travel, thereby reaching untold numbers of prospective patrons which other advertising mediums may have missed.

The tire cover available on "Convention City" is a swell-looking four-color job done in a special weather-proof colorgraving process on patent leather finish stock. The background is in light grey green and white. All lettering is in black, with "Convention City" in light grey red, with ample room provided at the bottom for theatre name and play-dates. Copy and design are shown in the accompanying illustration.

Prices are as follows: Singly, 85c; in quantities of 10 and up at 70c. If imprinting is desired, add \$2.50 to your order in quantities of 10 and up to 100. Over 100, imprinting is free. Covers are sent C.O.D. unless check accompanies order. Order directly from: CLUFF FABRIC PRODUCTS, 655 WEST 55th STREET, N. Y. C.

## CHANCE FOR BIG TICKET SALES

Because of the nature of "Convention City," it is advised to go after employees of large organizations and induce them to attend en masse. The picture is one that will give them a tremendous kick as it is based upon incidents familiar to all of them.

Aim especially at the Sales Departments of manufacturing concerns, selling them on the idea of holding a special convention at your theatre. As an added inducement, you might give them the use of your theatre for a morning business session before your regular opening time.

Hold special nights for each organization with the individual organizations parading to the theatre. In addition to a direct business stimulant, this stunt should break in the news and society sections of local newspapers. It is also a great institutional advertisement, selling your theatre to the heads and the employees of the cooperating concerns.

In making out these itineraries, contestants are asked to write some brief comment on each point of interest, just as you would briefly describe same to a visiting convention delegate. It is on the completeness of the itinerary and the merit of these comments that all entries will be judged.

## Convention Sight-Seeing Contest For School Kids

A program of entertainment is usually scheduled for convention visitors to any city, and a sightseeing tour of the town, at which time the natives proudly exhibit the local points of interest, parks, cherished historic shrines etc. is almost always included. Sometimes buses are provided for the convention guests and on other occasions volunteers supply their private cars for this entertainment feature.

It is on this angle that this unique contest is based. The very nature of same is bound to appeal to school authorities, who are anxious that their pupils appreciate and know their own city from the standpoint of historic background, famous landmarks and progressive advantages.

To conduct this contest, a newspaper should be induced to cooperate. The argument to advance to school heads and newspaper is clearly evidenced in the initial contest story and contains the basic idea which should be sold to these cooperating factors.

The entire contest proposition is outlined in the following announcement printed in your local newspaper.

## Prizes in Convention City Sight-Seeing Tour Contest

### Cash and Strand Tickets for Best Itineraries For Entertainment of Convention City Visitors

In cooperation with the Strand Theatre, the Daily News is offering twenty five prize awards of cash and guest tickets for the best "Convention City Sight-seeing Itineraries" submitted by local children of school age.

"Convention City" the timely screen comedy coming to the Strand Theatre starting Jan. 28th, demonstrates conclusively that convention visitors must be entertained royally, if they are to carry away a lasting and favorable impression of the town in which they have gathered.

What could possibly impress convention visitors to Akron more than a carefully planned sightseeing tour of our city, where we have so much to be proud of?

We are sure every boy and girl in Akron feels the same way about it. But—if you were assigned to the task of showing a group of convention visitors about, from what point would you start, what route would you take, and what points of local interest would you proudly exhibit to these strangers in your midst?

Here are the contest conditions. Each contestant must write out a sight-seeing route to be made by bus or automobile to start at (a designated point). The points of interest to be pointed out or visited enroute must be given in rotation and the trip to wind up with a visit to the Strand Theatre to see "Convention City."

## Use Burgee for Front

Put up on fine quality duck in two brilliant colors. Equipped with eyelets ready for stringing on marquee or in lobby. 20 x 30 inches. Priced reasonably at 40 cents each.

Available only from M. Magee & Son, Inc., 140 Fulton Street, N. Y. C.

### FUN FOR EVERYBODY



with 10 BIG LAFF STARS

## Street Signs Get Interest



Use these arrow direction signs in the most important sections of the city. If there is a national highway passing through your town make sure that these signs are

spotted at frequent intervals along the road. The residential as well as the business sections of town should have these arrows. Trolley cars, cabs, and all other types of transportation vehicles should carry them. Don't miss a spot with these attractive pointers, but be sure they all point in the general direction of the theatre.

## Special Photo-Enlargements



Photos are one sheet size, 28 x 42, and will fit in the stock frame. They are available in three colors, buff, peach, and green, on heavy durable stock. May be mounted and backed with easels if desired. Immediate C.O.D. shipment is guaranteed. Order directly from NASIB STUDIOS, 160 West 46th Street, N. Y. C.

## Practical Idea For Great Street Bally



This street ballyhoo will get a lot of attention. Promote the use of a large bus and insert cutouts of the stars in the windows. (To carry out this idea, follow the design on the 24-sheet). Amplifiers on top of the bus can broadcast music and short announcements about the picture. Attractive girls on the bus can throw heralds and give-aways to people along the route the bus travels.



## Advertising Section

**See . . .**

the hilarious reasons why  
**A MILLION MEN LEAVE  
HOME EVERY YEAR**  
to make the rounds in



• First  
National's  
hilarious hit  
with  
**10 GREAT  
LAUGH  
STARS**

## THEATRE

★ FRANK McHUGH

Mat No. 25 Price 5c  
110 Lines

Mat No. 34  
Price 15c  
645 Lines

## Advertising Section



## THOUSANDS OF DIZZY DELEGATES

**heading for the world's greatest**

# TRAVELING SALESMEN'S CONVENTION

*opening in this city*  
**F r i d a y**

**LED BY**  
**10 GREAT LAUGH STARS**  
**JOAN BLONDELL**  
**ADOLPHE MENJOU**  
**DICK POWELL**  
**MARY ASTOR**  
**GUY KIBBEE**  
**FRANK McHUGH**  
**PATRICIA ELLIS**  
**RUTH DONNELLY**  
**HUGH HERBERT**  
**SHEILA TERRY**

You've heard about 'em—read about 'em—*now join in* the daffy doings of one of those convulsing conventions where big business makes hey-hey—and farmers' daughters make hay! Make the rounds with the boys . . . . . Make whoopee with those dazzling

## CONVENTION SWEETIES

**All for the price of a ticket to First National's greatest comedy in years**

All for the price of a ticket to First National's greatest comedy in years

# CONVENTION CITY

# THEATRE



# Advertising Section



## HEADIN' FOR WICHITA . . . and the world's greatest TRAVELING SALESMEN'S CONVENTION *tomorrow!*

One more day and Wichita will take a new lease on laughs! The nation's smoothest salesmen will have the freedom of the city—and will they take liberties! See what goes on when the lid goes off. Watch those convention sweeties making hey-hey with the play-boys of Big Business!

*It's a Revelation to Wives!*

—and a real revelation in All-Star Casts—

JOAN BLONDELL • ADOLPHE MENJOU  
DICK POWELL • MARY ASTOR  
GUY KIBBEE • FRANK McHUGH  
PATRICIA ELLIS • RUTH DONNELLY

## "CONVENTION CITY"

The first hilarious laugh session  
comes to *disorder* promptly  
**TOMORROW at 10 A.M.**

# T H E A T R E



Mat No. 23 Price 15c—540 Lines

(Substitute name of your town in this ad.)



NO TIME FOR MERE  
GIGGLES! IT'S ONE  
CONTINUOUS

## Howl

"Laughter from start to finish—built for entertainment and nothing else", raves Variety Daily, famous film journal. Don't miss it!

## "CONVENTION CITY"

A First National  
hit with 10 great  
laugh stars . . .

JOAN BLONDELL  
ADOLPHE MENJOU  
DICK POWELL  
MARY ASTOR  
. . . and 6 others

# T H E A T R E

Mat No. 24 Price 10c—220 Lines



10



GREAT



LAUGH



STARS

throw "conventions"  
to the wind in

Convention  
City

A First National Hit, with  
JOAN BLONDELL - ADOLPHE MENJOU  
MARY ASTOR - FRANK MC HUGH

THEATRE

Mat No. 29 Price 5c  
147 Lines



Here they are! The boys—  
and girls—you've heard all  
those funny stories about!  
They've got the keys to the  
city—and will they open things  
up. See—  
Traveling Salesmen on the  
Loose!  
Farmers' Daughters on the  
Jump!  
Jealous Wives on the Trail!  
Missing Husbands on the Pan!

in

**"CONVENTION  
CITY"**

Don't miss the first hilarious session  
called to *disorder* promptly at

**10 A. M. TODAY  
THEATRE**

**today!**  
**WICHITA**  
**WELCOMES**  
the Delirious Delegates  
to that Convulsing  
**TRAVELING**  
**SALESMEN'S**  
**CONVENTION!**

WITH 10 GREAT FIRST  
NATIONAL STARS as the  
Ringleaders in this Riot of Fun—  
JOAN BLONDELL  
ADOLPHE MENJOU  
DICK POWELL  
MARY ASTOR  
GUY KIBBEE  
FRANK McHUGH  
PATRICIA ELLIS  
RUTH DONNELLY  
HUGH HERBERT  
SHEILA TERRY

**[POLICY]**

Mat No. 32 Price 15c—450 Lines  
(Substitute name of your town in this ad.)



# Advertising Section

TRAVELING SALESMEN  
ON THE LOOSE!  
FARMERS' DAUGHTERS  
ON THE JUMP!  
JEALOUS WIVES  
ON THE TRAIL!  
MISSING HUSBANDS  
ON THE PAN!

that's  
**"CONVENTION CITY"**

No wonder everybody's on the way to see this big laugh on big business — hailed as the greatest comedy in years with . . . . .

**10 GREAT LAUGH STARS**

JOAN BLONDELL	ADOLPHE MENJOU
DICK POWELL	MARY ASTOR
GUY KIBBEE	FRANK McHUGH
PATRICIA ELLIS	RUTH DONNELLY
HUGH HERBERT	SHEILA TERRY

A First National Hit

**T H E A T R E**

Mat No. 33 Price 15c—540 Lines

**CONVENTION CITY**

with  
JOAN BLONDELL  
ADOLPHE MENJOU  
DICK POWELL  
MARY ASTOR

Mat No. 37 Price 5c  
14 Lines

FIRST NATIONAL'S COMEDY OF THE CENTURY!

**"CONVENTION CITY" 10 GREAT LAUGH STARS**

Mat No. 38 Price 5c  
14 Lines

....IT'S A  
REVELATION  
TO WIVES!

Come on, girls! See what goes on when the lid goes off at one of these big business conventions hubby's always running off to! It's the funniest thing that's ever happened on any screen!

**"CONVENTION CITY"**

with  
**10 GREAT LAUGH STARS**  
A First National Picture

**T H E A T R E**

Mat No. 42 Price 10c—238 Lines



★ JOAN BLONDELL ★ ADOLPHE MENJOU ★ MARY ASTOR

RUTH DONNELLY ★ PATRICIA ELLIS ★ HUGH HERBERT

**"LAUGHTER FROM START TO FINISH!"**

"Fast moving comedy built for entertainment and nothing else", raves *Daily Variety*, famous film journal.

**"CONVENTION CITY"**

Another First National hit

★ GUY KIBBEE ★ DICK POWELL ★ FRANK McHUGH

Mat No. 31 Price 10c—142 Lines

First National's hilarious hit with

**10 GREAT LAUGH STARS**

JOAN BLONDELL  
ADOLPHE MENJOU  
DICK POWELL  
MARY ASTOR  
GUY KIBBEE  
FRANK McHUGH  
PATRICIA ELLIS  
RUTH DONNELLY  
HUGH HERBERT  
SHEILA TERRY

**WHY DO A MILLION MEN LEAVE HOME EVERY YEAR?**

You'll know the answer, girls, after you see what goes on when the lid goes off at a Big Business Convention!

**"CONVENTION CITY"**

**T H E A T R E**

Mat No. 30 Price 10c—150 Lines

The latest model in farmer's daughters . . . out to get even with the traveling men! . . . .

He made himself sales manager overnight — and what a night! . . .

He thinks all "conventions" should be done away with — at conventions! . . .

The world's best saleswoman . . . so don't buy anything! . . . . .

**10 GREAT LAUGH STARS**

**THROW "CONVENTIONS" TO THE WIND . . . .**

in this convulsing revelation of what goes on when the lid goes off at one of those Conventions where traveling salesmen make hey-hey—and farmers' daughters make hay! The whole riotous conclave under the personal mismanagement of this . . . . .

**ALL-STAR ENTERTAINMENT COMMITTEE!**

JOAN BLONDELL ADOLPHE MENJOU  
DICK POWELL MARY ASTOR  
GUY KIBBEE FRANK McHUGH  
PATRICIA ELLIS RUTH DONNELLY  
HUGH HERBERT SHEILA TERRY

in First National's Comedy of the Century

**"CONVENTION CITY"**

She's hunting an excuse for a divorce — and it might be you! . . . .

He brought his wife along — but he doesn't know it yet! . . . . .

So good a salesman he can close a deal without thinking — and usually does! . . . . .

No husband can fool her! She reads men like an open pocket-book!

Famous Variety Daily promises "Laughter from start to finish!" And everyone declares it's the most hilarious hit in years!

Mat No. 28  
Price 10c  
448 Lines



# Advertising Section



*Farmers Daughters*  
**BEWARE!**

The world's smoothest traveling salesmen are coming to town tomorrow for the most convulsing convention in history! They'll have the Freedom of the City—and will they take liberties! See them making hey-hey . . . See the convention sweeties do their stuff! Meet them all at your peril in the most hilarious hit in years—

**CONVENTION CITY**

with  
10 GREAT LAUGH STARS  
JOAN BLONDELL  
ADOLPHE MENJOU  
DICK POWELL  
MARY ASTOR  
GUY KIBBEE  
FRANK McHUGH  
AND 4 OTHERS



**T H E A T R E**

Mat No. 43 Price 15c—366 Lines

TRAVELING SALESMEN  
ON THE LOOSE!



FARMERS' DAUGHTERS  
ON THE JUMP!



JEALOUS WIVES  
ON THE TRAIL!



MISSING HUSBANDS  
ON THE PAN!



*that's*

**CONVENTION CITY**

with  
10 GREAT LAUGH STARS  
A First National Picture

**T H E A T R E**

Mat No. 44 Price 5c  
116 Lines



10 GREAT LAUGH  
STARS THROW  
"CONVENTIONS"  
TO THE WIND!

**CONVENTION CITY**

First National's  
hilarious hit

**T H E A T R E**

Mat No. 35 Price 10c—120 Lines



*Farmers Daughters*  
**BEWARE!**

The world's smoothest traveling salesmen are coming to town tomorrow for the most convulsing convention in history! They'll have the Freedom of the City—and will they take liberties! See them making hey-hey . . . See the convention sweeties do their stuff! Meet them all at your peril in the most hilarious hit in years—

**CONVENTION CITY**

with  
10 GREAT LAUGH STARS  
JOAN BLONDELL  
ADOLPHE MENJOU  
DICK POWELL  
MARY ASTOR  
GUY KIBBEE  
FRANK McHUGH  
AND 4 OTHERS




**T H E A T R E**

Mat No. 40 Price 10c—162 Lines



# Advertising Section



**Zip!**  
—by JOAN BLONDELL

**Dash!**  
—ala ADOLPHE MENJOU

**Mirth!**  
—by DICK POWELL


**Hilarity!**  
—by GUY KIBBEE

**AND PAROXYSMS**  
—by the audience

No time for  
mere giggles at this picture  
—it's one long HOWL! 10 of your  
own favorite laugh stars shoot the  
works to show you what goes on when the  
lid goes off at a traveling salesman's convention!

**CONVENTION CITY**

A First National Hit, with  
MARY ASTOR • FRANK McHUGH  
PATRICIA ELLIS • RUTH DONNELLY  
HUGH HERBERT • SHEILA TERRY



Mat No. 36 Price 10c—294 Lines



FIRST NATIONAL'S COMEDY OF THE CENTURY!

**"CONVENTION CITY" 10 GREAT LAUGH STARS**

**T H E A T R E**

Mat No. 39 Price 10c—56 Lines

FIRST NATIONAL'S COMEDY OF THE CENTURY!



JOAN BLONDELL • ADOLPHE MENJOU • DICK POWELL • MARY ASTOR • GUY KIBBEE

**"CONVENTION CITY"**

FRANK McHUGH • PATRICIA ELLIS • RUTH DONNELLY • HUGH HERBERT • GRANT MITCHELL



Mat No. 26 Price 15c—159 Lines

FIRST NATIONAL'S COMEDY OF THE CENTURY!



JOAN BLONDELL • ADOLPHE MENJOU • DICK POWELL • MARY ASTOR • GUY KIBBEE

**"CONVENTION CITY"**

FRANK McHUGH • PATRICIA ELLIS • RUTH DONNELLY • HUGH HERBERT • GRANT MITCHELL



Mat No. 27 Price 10c—72 Lines



FRANK McHUGH PATRICIA ELLIS ADOLPHE MENJOU JOAN BLONDELL DICK POWELL MARY ASTOR GUY KIBBEE RUTH DONNELLY HUGH HERBERT

**CONVENTION CITY**

Mat No. 41 Price 15c—120 Lines



# Publicity—Advance

## your 1st story

### 'Convention City' Is Heralded As Riotous All Star Comedy Hit

Comedy, that is said to be the most uproariously funny that has come out of Hollywood in many a long day, will be forthcoming on the screen of the ..... theatre when the new First National picture, "Convention City," with a splendid all star cast is shown next .....

The story by Peter Milne, presents an extraordinarily unique idea, dealing with riotous happenings during a salesman's annual jamboree at Atlantic City. Friend wife is likely to sit up and take notice if her husband happens to be one of those who attends conventions without her.

The action is said to be fast and furious, beginning with the assembling of the salesmen and following them through a week of riotous escapades to a smashing climax in which a hotel, as well as reputations, is nearly wrecked. The dialogue by Robert Lord is said to be lively and sparkling and the situations hilarious with its multiple entanglements.

There is an all star cast headed by Joan Blondell as a gold digging chorus girl who dotes on conventions. Others include Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis, Ruth Donnelly, Hugh Herbert, Hobart Cavanaugh, Grant Mitchell and Gordon Westcott.

Like "Union Depot," "Central Park" and "Grand Hotel," the scenes take place in one central location, practically all the sequences occurring in the Atlantic City hotel, the headquarters of the conventionists. Unlike them it is pure, unadulterated comedy, for while the situations are dramatic and heart rending to the characters involved, they are rib crackers for the spectator.

Archie Mayo, ace comedy director, handled "Convention City."

#### Pat Ellis Goes Victorian

Patricia Ellis, who has one of the stellar roles in First National's all star comedy, "Convention City," which comes to the ..... Theatre on ....., has started a new fad in Hollywood. Quilting bees, of all things! Pat got the idea from her grandmother, whom she visited this summer. Now once each week, Pat and her friends gather to make the crazy things.

## Sleepy - Time Pal



Hugh Herbert seems to have lost the pep which makes him one of the highlights of "Convention City," film hit coming to the Strand.

Mat No. 18 Price 5c

## Guess They Like Conventions!



Joan Blondell and Adolphe Menjou, two of the ten hilarious stars in First National's comedy riot, "Convention City," coming Wednesday to the Strand. Menjou, as the star salesman, seems to be selling Joan the idea of attending a convention a week. Do you blame him?

Mat No. 14 Price 10c

## your 2nd story

### Cast of Noted Stars Portray Comedy Roles In 'Convention City'

One of the largest and best balanced casts ever assembled for a single picture will be seen in the First National comedy, "Convention City," which comes to the ..... theatre on ..... The list is headed by the blonde and vivacious Joan Blondell, star of "Havana Widows" and a member of the all star casts of "Footlight Parade" and "Gold Diggers of 1933."

Miss Blondell has the role of a super gold digger in "Convention City," who wrecks a couple of homes and disrupts an entire convention of salesmen by her flirtations. The leading masculine role is played by Adolphe Menjou, who is appearing in his first picture under his new contract to the First National studios. He will be remembered for his remarkable work in "Morning Glory," "The Murder of the Circus Queen" and "A Farewell To Arms."

Mary Astor is another star in an important role, this also being her first picture under long term contract for the company. She has appeared in other First National pictures but was recently given an exclusive contract because of her splendid performance in "The World Changes" with Paul Muni.

Dick Powell and Patricia Ellis, who have made remarkable strides in screen popularity in the past year, have the juvenile and ingenue roles while other important parts are enacted by such noted players as Guy Kibbee, Frank McHugh, Ruth Donnelly, Hugh Herbert, Hobart Cavanaugh, Grant Mitchell, Gordon Westcott, Johnny Arthur and Huey White.

"Convention City" is a hilarious comedy by Peter Milne which gives the lowdown on the riotous doings of staid, business men off on a convention trip with their wives safe at home.

Archie Mayo directed the production from the screen play by Robert Lord.

## your 3rd story

### Fast Comedy Action In 'Convention City' Set In One Location

Like "Union Depot," "Grand Hotel" and "Central Park," the plot of "Convention City," the First National picture which comes to the ..... theatre on ....., takes place within or near one central location. In this case it is a hotel in Atlantic City, N. J. where the sales force of the Honeywell Rubber Company have gathered.

Unlike these previous pictures, the theme is largely comedy, although there is some light drama. The action is said to be fast, and fun beginning with the arrival of the conventionists at the depot, carrying through their most undignified antics at the hotel, and never letting down until the men are on their way home again.

The story by Peter Milne is a lively take-off on the doings of business men at a convention with their wives a long way off. They get into more love tangles than they can get out of with some amazing results when two of the wives arrive on the scene.

There is a large and talented cast of star players in the picture, headed by Joan Blondell as a super vamp who gets every one into trouble. Adolphe Menjou and Mary Astor make their bows in their first picture under their new, long term First National contracts.

Other notable players include Dick Powell, Guy Kibbee, Frank McHugh, Patricia Ellis, Ruth Donnelly, Hugh Herbert, Hobart Cavanaugh, Grant Mitchell and Gordon Westcott.

Archie Mayo directed the picture from the screen play by Robert Lord.



FRANK McHUGH

Mat No. 11  
Price 5c

## your 4th story

### 'Convention City' Is Menjou's First Film For First National

Adolphe Menjou will make his bow under the First National banner in Peter Milne's rollicking comedy drama, "Convention City," when that picture comes to the ..... Theatre on .....

Menjou has worked for a number of film companies, but since his return from Europe, where he went to make two pictures, he has been free lancing until placed under contract by First National pictures.

His first big hit on the screen, after leaving the stage, was with Charles Chaplin in "A Woman in Paris." Later he made many notable hits, including "The Front Page," "A Farewell To Arms," "Murder of the Circus Queen," "Morning Glory" and "The Worst Woman in Paris." He is noted for the sophistication, suaveness and polish with which he enacts his parts as a "man of the world." He also is famed as one of the best dressed men of the screen.

In "Convention City" he plays the part of a super-salesman who is only cheated out of the sales management of his concern by his too many love tangles. The story is a snappy take-off on Atlantic City business conventions in which the conventionists are depicted as having too much fun acting as playboys to pay much attention to business.

There is an all star cast which includes such well-known players as Joan Blondell, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis, Ruth Donnelly, Hugh Herbert, Hobart Cavanaugh, Grant Mitchell and Gordon Westcott.

Scenes were taken both at the studio in North Hollywood and in Atlantic City. Archie Mayo directed the picture from the screen play by Robert Lord.

## your 5th story

### Dick Powell And Pat Ellis Again Lovers In 'Convention City'

Dick Powell goes back to his old screen flame in "Convention City," an uproarious First National comedy by Peter Milne which comes to the ..... Theatre on ..... She is none other than Patricia Ellis, the recently imported Broadway favorite, whose first part in pictures was to play Dick's sweetheart in "The King's Vacation."

Dick, in fact, has been a fairly consistent lover, having had but two sweethearts in his entire screen life. That, however, is not so old, he having come to First National about a year ago. In three of his pictures for First National his light o' love was Ruby Keeler, the two having appeared together in the juvenile and ingenue leads in "42nd Street," "Gold Diggers of 1933" and "Footlight Parade."

In two other pictures, Dick has had no sweetheart at all. Both roles, one a football star in "College Coach" and the other a crooner in "Blessed Event," would seem to call for lady loves, as these are the characters women are presumed to pick for hero worshipping. But as far as the stories go there is no one to love him.

In "Convention City" Dick plays the role of a youthful salesman while Miss Ellis is the daughter and the boss of his boss.

The story is a sparkling take-off on so called business conventions in which the convention attendees are painted as playboys. It carries an all star cast which includes Joan Blondell, Adolphe Menjou, Mary Astor, Guy Kibbee, Frank McHugh, Ruth Donnelly and Hugh Herbert.

Archie Mayo directed the picture from the screen play by Robert Lord.



## your 6th story

### Noted Screen Stars Spring Big Surprise On Blase Hollywood

More and more Hollywood stars seem to use the airlines nowadays in their jaunts between New York and the Hollywood movie capital. Even the famous old Santa Fe station in Los Angeles isn't quite the happy hunting ground for luminaries that it used to be.

Employees of the station decided one day, however, that the old days had come again. The morning began with the arrival of Joan Blondell, Mary Astor and Dick Powell.

There didn't seem to be a train just then that any of them would be taking. What were they waiting for? Excitement reached a new peak when the three were joined by Adolphe Menjou and Patricia Ellis. A moment later who should hurry into the terminal, glancing at his watch, but Guy Kibbee. Then came Frank McHugh, Hugh Herbert and Ruth Donnelly. All were dressed for travel.

Then came Archie Mayo, director, hustling through the crowd. He called to a troupe of men waiting at one side of the station platform: "We're late, boys."

The crowds went on their way. The porters returned to their odd jobs. Mayo's technical crew unpacked their equipment and set it up. At least Los Angeles knows when a picture's going to be shot.

The stars had all arrived for work—not travel. They were making scenes for "Convention City," First National's hilarious take-off on sales conventions, which comes to the Theatre on ..... The screen play is by Robert Lord, based on a story by Peter Milne.

## your 8th story

### Beauty Winners See Their Atlantic City Hotel In Hollywood

From Atlantic City, New Jersey, to Atlantic City, Hollywood, is a long jump, but two young chorus beauties have just taken it.

Blanche McDonald, as Miss California, and Marie Marks, as Miss Missouri, took part in last season's Atlantic City beauty pageant. After its close, they were engaged by First National Pictures and journeyed to Hollywood.

The first sound stage they saw at the studio took them back to Atlantic City. "Convention City," which

## your 7th story

### Blondell Spurred By Love Into Trying To Change Screen Name

It may be box-office allure to everybody else, but it's only Blondell to her.

Joan Blondell wanted to change her name and be billed as Joan Barnes in her latest First National picture, "Convention City," which comes to the Theatre on .....

And why did she want to change it—the name with which she has achieved screen fame? It isn't numerology that's responsible—nor any other "fad," to quote Joan's words. No, it's more serious than that. It's love.

As the world knows, Joan is married to George Barnes, an ace cameraman. But she also wanted the world to know how much she values him. Henceforward, she wanted to be known as Joan Barnes on the screen.

But studio officials believe that love and sentiment are all very well for private life, but not when it interferes with business. And the name Joan Blondell is known to the public, whereas Joan Barnes isn't. There was the matter of contract, so while Joan can call herself Barnes in private life, she is billed as Blondell in "Convention City."

In the picture she heads an all star cast which includes Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis and Ruth Donnelly. The story by Peter Milne is an uproarious take-off on business conventions at which the tired business man spends most of his time pursuing wild women instead of solving his company's problems. Archie Mayo directed. Screen play by Robert Lord.

comes to the Theatre on ....., was being made on this stage at the time, under the direction of Archie Mayo. The set represented the lobby of an Atlantic City hotel.

"Look!" gasped Blanche, grasping Marie. "It's our hotel!"

So it turned out to be, since the settings for "Convention City" were all modeled after actual locations in the seaside resort town. In this case, the single difference was that the lobby was now populated by such familiar figures as Joan Blondell, Adolphe Menjou, Guy Kibbee, Dick Powell, Mary Astor and other players, instead of by the ordinary throng of tourists, and traveling salesmen attending a business convention.

The story by Peter Milne is a hilarious comedy concerning the doings of the tired business man off on a convention with wife safe at home.

## Something Seems Pretty Funny



And our guess is that it's "Convention City," that hilarious First National film of big businessmen on a good time. The three stars shown here, Joan Blondell, Adolphe Menjou and Mary Astor are just a few of the ten favorites listed in the cast. Others are Dick Powell, Guy Kibbee, Frank McHugh, Hugh Herbert and Patricia Ellis.

Mat No. 16 Price 10c

## Advance Shorts

### Dick Powell Frames First Dollar He Earned

Prominently framed in Dick Powell's Hollywood home is the first money he ever earned as a musician. It is a well-worn dollar bill and represents a full night's tooting on a saxophone when Dick was but 14 years old. Dick was all for blowing the money for a first baseman's mitt, but Mrs. Powell, visioning mother-like her son's future success, insisted he save it. Dick is now one of the members of the all star cast in the First National comedy, "Convention City," which comes to the Theatre on .....

### Board Walk Shot For "Convention City"

While most of the scenes for "Convention City" were taken at the First National Studios and on location around Los Angeles, Director Archie Mayo made some of the shots at Atlantic City. The picture is a hilarious take-off on convention doings at the New Jersey coast resort and no picture would be complete without scenes on the famous Boardwalk. The picture, which has an all star cast headed by Joan Blondell and Adolphe Menjou, will be shown at the Theatre on .....

### Hugh Herbert Played "Voice" in Silent Film

Hugh Herbert, actor, writer, and director, who has a role in the First National picture, "Convention City," which comes to the Theatre on ....., WAS the first talking picture. Years ago, while tramping through eastern Massachusetts, the screen comedian was drafted into an emergency service to read the dialogue of all male parts behind the screen of a silent picture. He vocally portrayed nine males from a four year old boy to an aged grandpa.

### Menjou and Powell Rival Tailor Models

With Adolphe Menjou now on the Warner Bros. lot, where he played with an all star cast for the First National comedy, "Convention City," which comes to the Theatre on ....., a rivalry has sprung up between him and William Powell. Each has been rated as the best dressed actor in Hollywood. The other stars are sitting on the sidelines watching them with a wary eye to pass judgment on which possesses the greatest degree of sartorial splendor.

### Wisecracking Traffic Cop Halts Blondell

Returning homeward at 60 miles an hour from the First National Studios where she had been at work on her latest picture, "Convention City," which comes to the Theatre on ....., Joan Blondell was halted by a traffic cop who called sarcastically:

"Hi, Nellie. Where do you think you are going? To a fire?"

"Yes," she snapped, "and it's my own house."

The officer looked in the direction she pointed and true enough a dense cloud of smoke was pouring out of a window. He passed up the ticket and turned in an alarm. The damage was confined to one bedroom.

### McHugh Joins Toluca Lake Movie Colony

Frank McHugh, who has an important role in "Convention City," the First National picture which comes to the Theatre on ....., is the latest actor to join the Toluca Lake movie colony. With his bride he has just moved into a beautiful new house they built. Of course a Toluca has to be a city official . . . that's a rule in this exclusive little colony. So Frank now struts under the title of "Chief Sealer," in charge of Weights and Measures . . . bestowed upon him by none other than Mayor Richard Arlen.

## "Yes, Wifey, I'm Working Tonight"



Adolphe Menjou is seen here with beautiful Mary Astor in one of the incidents from First National's laugh-hit, "Convention City," which opens Wednesday at the Strand. For a pair of salesmen, this couple do not seem to keep their minds strictly on business.

Mat No. 15 Price 10c



# Current Publicity

(Review)

## "Convention City," 10-Star Comedy Hit at the Strand

Blondell, Menjou, Astor, Powell, Kibbee, Head Season's Finest Cast in Funniest Film

IF laughter tends to crack your ribs or put an ache in your diaphragm, then you should be warned against "Convention City," the First National comedy which opened yesterday at the ..... Theatre. On the other hand, if you can take it, you should be cautioned not to miss this uproarious film—in our judgment the screen riot of the season.

"Convention City," at its opening, sets a fast and furious pace—and that pace never slackens for an instant. Our first glimpse of the principal characters reveals them enroute to Atlantic City—the nation's principal locale for salesmen's jamborees. From then until they straggle to the train once more, at the finish of a week's roistering, there is action, punch, surprise. Several individual stories are interwoven to form the main thread of this gay narrative—all of them working out to a conclusion against the background of the riotous convention.

Wives might even get a hint as to what friend husband is doing in the way of pursuing wild women when he is supposedly hard at work organizing his business. For there are almost as many love tangles in the picture as there are conventionists.

As a cast for this sprightly comedy, First National assembled one of the most impressive lists of "names" that has come out of Hollywood in many months. What better guarantee for an evening of hilarity than the appearance of Joan Blondell, Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh—all in major roles? Add to these, such payers as Patricia Ellis, Ruth Donnelly, Hugh Herbert, Hobart Cavanaugh, Grant Mitchell, Gordon Westcott—and you have some idea of the acting talent that has been lavished on this film.

Archie Mayo, supreme in comedy, has directed "Convention City" and given it exactly the brisk tempo it demands. From one convulsing situation to another, it skims with lightness and dexterity. As comedy direction, Mayo's work has never been surpassed.

The original story is the work of Peter Milne, author of such screen plays as "The Kennel Murder Case" and "From Headquarters" and Robert Lord has handled the adaptation with rare skill.

Unless you're too concerned about those ribs and diaphragm don't miss this rollicking picture. It is Hollywood comedy at its funniest.

### opening day story

## "Convention City," Fast Comedy Riot To Open At ..... Today

More love tangles than have ever been seen in one picture before will be unfolded on the screen of the ..... theatre when the latest First National comedy, "Convention City," will open today. The many love affairs are said to lead to the maddest, merriest situations imaginable.

The plot of the story is unique and novel, centering about the riotous happenings at the annual sales jamboree at Atlantic City, and painting the conventionists as neglecting business meetings in order to turn playboys.

A couple of wives who drop in unexpectedly on the carousals add to the hilarious entanglements. Joan Blondell, as the gold digging, blonde haired vamp, causes most of the troubles with her roving eyes and her siren smile. Men attending the convention fall for her by the car load with disastrous results to their bankrolls.

A strong all star cast includes, besides Miss Blondell, Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis, Ruth Donnelly, Hugh Herbert and Hobart Cavanaugh.

The story by Peter Milne is said to be unusually lively and entertaining with enough big laughs to shake the sides from the first sequence to the hilarious finale. Robert Lord, authored the screen play, while Archie Mayo, directed.

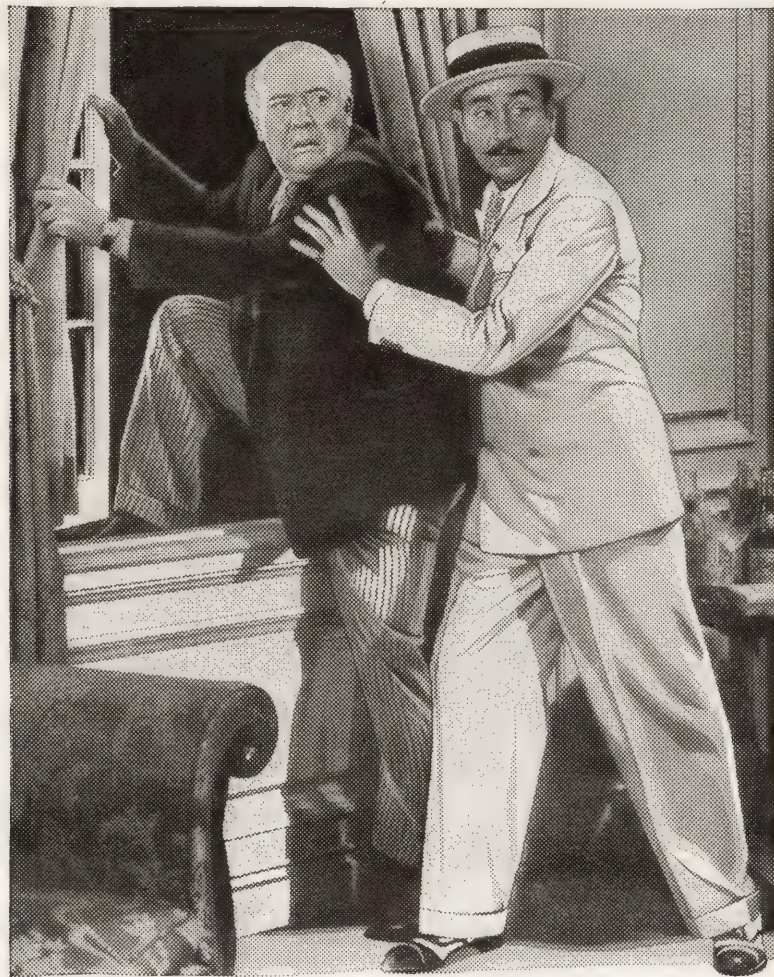
## The "Eyes" Have It



Joan Blondell, one of the "Convention City" stars.

Mat No. 7 Price 10c

## The Salesmen Start To Travel



What is the menace behind this sudden movement of Adolphe Menjou and Guy Kibbee in "Convention City"? Could it be Mary Astor, Joan Blondell, or one of the ten stars featured in the First National hit now at the ..... Theatre? Our guess is that an uprising of the female representation is causing the hasty departure of the lady-killers. You'll have to see "Convention City" to find out.

Mat No. 17 Price 10c

### 1st day of run

## Joan Blondell Lugs Her Make-up Around In Marketing Basket

Travelers in the Santa Fe station in Los Angeles displayed an unusual interest in a basket Joan Blondell carried on her arm while she was working on location there in the hilarious First National comedy, "Convention City," now showing at the ..... Theatre.

It was an ordinary, or garden variety of basket, fairly large and made of green, red and white raffia. Queries were made as to whether she carried her darling with her, or perhaps was bent on doing her marketing. But the basket was for her make-up.

Joan scorns the usual shiny make-up box and the other elaborate equipment which many screen stars carry with them, or rather have their maids carry. She likes to have her hand mirror, lip stick, powder and rabbit's foot within easy reach. Also Joan likes informality.

So Joan tripped along, basket in hand—and with the carefree look that comes of doing for yourself what you want done.

The railway sequences represent the arrival of a convention train at Atlantic City with several hundred salesmen ostensibly intent on business but looking for a wild time. Miss Blondell heads an all star cast which includes Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis and Ruth Donnelly.

Archie Mayo directed the picture from the screen play by Robert Lord, based on a story by Peter Milne.

### "VITAGRAPH GIRL" HAS EXTRA ROLE

Florence Turner, once the "Vitagraph Girl" still striking looking and lustrous eyed, is appearing as an extra in the First National picture "Convention City," now showing at the ..... Theatre.

### 2nd day of run

## Menjou At Rally Of Famous Artists Who Fought War Together

While working on the production of "Convention City," now showing at the ..... theatre, Adolphe Menjou called for a reunion of several celebrated artists who had fought in the same regiment with him during the World War.

The men at the gathering, all of whom were stationed in the Alpine sector and saw action at St. Mihiel, include Lucien Littlefield, actor, Hector Turnbull, producer, Gilbert Emery, actor, Al Kaufman, film executive, George Hibbard, director, Ernest Hemingway, John Dos Passos and Gouverneur Morris, authors.

Upon his return home after the war, in which he rose to the rank

### ADOLPHE MENJOU

One of the stars of "Convention City" at the Strand

Mat No. 12

Price 5c



of Captain, Menjou worked for a number of picture companies and made one of his biggest hits in Ernest Hemingway's "A Farewell to Arms."

He finally signed a long term contract with First National pictures, his first picture being "Convention City," which is a hilarious comedy drama by Peter Milne, based upon the playboy activities of members of a supposedly business convention.

There is an all star cast which includes besides Menjou, Joan Blondell, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis, Hugh Herbert and Ruth Donnelly. Archie Mayo directed the picture from the screen play by Robert Lord.



# Current Publicity

## 3rd day of run

### Mary Astor Plays In 4 Successive Films Without Day's Rest

Since Mary Astor, featured in "Convention City," the First National comedy now showing at the ..... Theatre, started work at the studios in July, she hasn't had even a day off between pictures.

Her first film work of the season was in "The Kennel Murder Case" with William Powell. Even before that finished, she was cast for a part in "The World Changes." Then she was immediately given a part in "Convention City," and before that production was completed, she began work in "Easy To Love." Fortunately, Miss Astor loves to keep busy.

In "Convention City" she is one of the members of an all star cast, which includes Joan Blondell, Adolphe Menjou, Dick Powell, Guy Kibbee, Frank McHugh, Patricia Ellis and Ruth Donnelly.

The story by Peter Milne is a hilarious take-off on the tired business man, who presumably goes to a convention for business reasons and then spends his time acting as a playboy. Archie Mayo directed it from the screen play by Robert Lord.

## 4th day of run

### McHugh Walks Miles As He Rides Train In 'Convention City'

Frank McHugh has done a lot of train riding in the course of his trouping career. But he's never traveled over the same track as often as he did one day while working in "Convention City," a First National picture now showing at the ..... Theatre.

A seven-car train was constructed for this picture, one side of which was left off, but in all other respects an accurate duplicate of Pullman cars. Instead of a locomotive, two cable trucks, stationed at each end of the stretch of track, supplied the motive power, and pulled the cars back and forth.

One of the scenes in "Convention City" shows these seven cars jammed to the doors with salesmen on a spree, bound for their annual sales conclave in Atlantic City. The camera photographs these men as the cars pass before it.

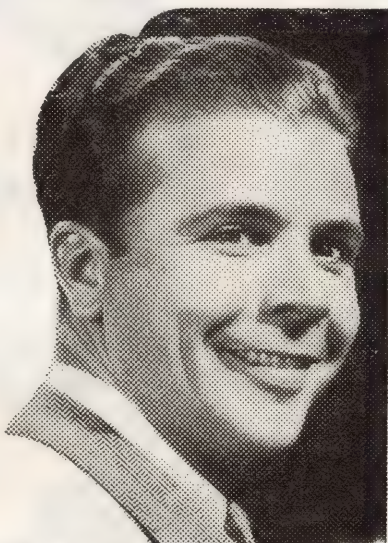
Frank, as one of the more alcoholic of the conventioners, also moves before the camera. He moves from one end of the train to the other, advancing down the aisles and corridors by fits and starts. He isn't sure how many miles he totalled the day this sequence was shot. But he knows it was plenty as Director Archie Mayo took the scene over and over again.

The story by Peter Milne is a hilarious comedy revealing the part played by women in a supposedly staid business convention. There is an all star cast which includes besides McHugh, Joan Blondell, Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Patricia Ellis and Ruth Donnelly. The screen play is by Robert Lord.

### Dick Powell Gets Most Fan Mail

Dick Powell, who has been appearing in pictures only a year, now receives the largest fan mail of any First National star. The letters run into the hundreds each week. Dick is now appearing in the juvenile role in the First National comedy, "Convention City" at the ..... Theatre.

## Versatile Star



Dick Powell adds his talents to the many stars of "Convention City."

Mat No. 20 Price 5c

### 'Convention City' Tip-Off To Wives

"Convention City," a hilarious First National comedy now showing at the ..... theatre is said to be a tip-off to lonely wives.

The story by Peter Milne purports to reveal, in humorous vein, actual happenings at the annual business conventions held by business organizations. If you would believe the author these conventions are the wildest of wild jamborees.

At any rate the picture is filled with love tangles which the trusting wife at home knows nothing about. That is, none save two who drop in unexpectedly on their husbands to the embarrassment of all concerned.

An all star cast in the important roles, includes such players as Joan Blondell, Adolphe Menjou, Dick Powell and Mary Astor. Archie Mayo directed.

## 5th day of run

### Powell - Ellis Have Come Along Rapidly In Films Past Year

Two players who are now appearing in the all star cast of First National's "Convention City" at the ..... theatre, have made a remarkable rise to screen fame, in a comparatively short time. They are Dick Powell and Patricia Ellis, who have the juvenile and ingenue roles, in an all star cast comedy.

Both were placed under contract with Warner Bros. First National studios less than a year ago. Neither has had any screen experience before that time, Powell having been a singer and orchestra leader and Miss Ellis a stage player of comparatively short experience, being now only seventeen years of age.

Powell made an instantaneous hit as the crooner in "Blessed Event" and went on to other successes in "Footlight Parade," "Gold Diggers of 1933" and "42nd Street." His popularity is attested by the fact that he now receives more fan mail than any other artist at his studio.

Miss Ellis appeared first in a small role in "King's Vacation," then was given the leading feminine role in "Elmer the Great" with Joe E. Brown and in "The Narrow Corner." She also appeared with Paul Muni in "The World Changes."

"Convention City" is a hilarious comedy involving a multiple series of escapades involving riotous conventionists on a jamboree at Atlantic City. Others in the cast include Joan Blondell, Adolphe Menjou, Mary Astor, Guy Kibbee, Frank McHugh and Ruth Donnelly.

Archie Mayo directed the picture from the screen play by Robert Lord, based on a story by Peter Milne.

## Current Shorts

### Westcott Claims His Dog Is A Real Lady

Gordon Westcott, who is appearing in the First National comedy "Convention City," now at the ..... Theatre, says his dog, Edy, not only was but is a lady. Gordon goes home at night tired enough to get into bed for his reading.

Edy, a friendly dachshund, hops up onto bed and lies there watching him with big brown eyes as long as he reads and keeps the light on.

When he turns the lights off, Gordon says, lady Edy gets down off the bed in a hurry and makes a beeline for a more circumspect part of the house.

### Stars Detained at Theatre by Door-man

When "Convention City," the amusing First National comedy now at the ..... Theatre, was previewed in a small town outside of Hollywood, the theatre manager told his door-man that no one was to be allowed in without a ticket. Dick Powell, one of the film's stars, drove out with Joan Blondell to see their latest effort, and, arriving after the last seat had been sold, tried to get in on their face value. Nothing doing. So Dick and his Joan cooled their heels in the lobby until the manager showed up, to admit the stars with apologies.

### Pat Ellis Claims To Have Only Shock-Proof Home

Patricia Ellis, appearing in an important role in "Convention City," the First National comedy now at the ..... Theatre, claims to have the only shock-proof home in Hollywood.

Pat and her mother live on the very top of a hill in the Whitley Heights section of the movie city. During the earthquake of last March and again in the milder fracas of October 1st, they felt not a single shudder.

As a result, all of Patricia's friends are planning to visit her—day or night—the next time the earth trembles.

### Supports Star He Formerly Directed

Ruth Donnelly, member of the all star cast of the First National comedy "Convention City," now at the ..... Theatre, was a child star in pictures some years ago. She was directed by Frank Crane. Now Frank is a "bit" part on the "Convention City" set and Ruth is playing one of the leads.

### Mary Astor In Film By Her Former P. A.

Mary Astor, formerly known as Lucille Langhanke, was once a member of a company that picturized several Holman Day's stories of the Maine woods. The films were made on the spot. The press agent who traveled with the troupe from New York to Maine was Peter Milne.

Now Lucille, as Mary, is appearing with an all star cast in the First National comedy, "Convention City," at the ..... Theatre and the author of the story is Mr. Milne.

### Guy Kibbee Wears Curly Wig In Film

For the first time Guy Kibbee has donned a disguise in picture work, appearing in the First National production of "Convention City," now showing at the ..... Theatre, in a curly, reddish brown wig. As Guy insists on getting more or less inebriated during the conventionists' jamboree, the wig is seen in sorts of dishabile and at every angle. And sometimes he loses it entirely, leaving his shiny dome exposed. In real life Guy wears his bald pate naked and unashamed.

## "Oh, Sugar-plum! Buy Me That"



How the gals do fall for these fast traveling salesmen! Joan Blondell making hey-hey with Guy Kibbee, at the ..... Theatre in "Convention City" which features a host of First National stars.

Mat No. 22 Price 10c



# Production Information

## Cast of Characters

Nancy Lorraine	Joan Blondell
Kent	Adolphe Menjou
Jerry Ford	Dick Powell
Arlene Dale	Mary Astor
George Ellerbe	Guy Kibbee
Will Goodwin	Frank McHugh
Claire Honeywell	Patricia Ellis
Mrs. Ellerbe	Ruth Donnelly
Hotstetter	Hugh Herbert
Orchard	Hobart Cavanaugh
J. B. Honeywell	Grant Mitchell
Phil Lorraine	Gordon Westcott
Travis	Johnny Arthur
Bootlegger	Huey White

## Production Staff

Director	Archie Mayo
Story by	Peter Milne
Screen Play by	Robert Lord
Photographed by	William Rees
Film Editor	Owen Marks
Art Director	Esdras Hartley
Gowns by	Orry-Kelly
Vitaphone Orchestra Conductor	Leo F. Forbstein

## The Story

Aboard their special bound for the annual convention in Atlantic City, the salesmen of the Honeywell Rubber Company are getting nicely plastered. Among them are T. R. Kent, a sharp salesman and good fellow; Arlene Dale, the best saleswoman on the road and a princess of good fellows; George Ellerbe, a henpecked husband, with Mrs. Ellerbe; Jerry Ford, young enthusiastic, attending his first convention.

On arrival at Atlantic City, while they are being welcomed by the Mayor's representative, Jerry picks up Nancy Lorraine, a chorus girl, and dates her for that evening. At a party held in a suite at the hotel he gets into a jam with her and Kent has to help him out of it. Nancy leaves enraged. Mrs. Ellerbe, across the hall from Kent's room, sees her go and is scandalized. She wires his wife.

Kent is eager to receive an appointment as sales manager of the Company. He and Ellerbe are rumored as the two most likely candidates. When old Ellerbe asks Kent for his help in getting rid of his wife, Kent doesn't think it's such a bad idea. Ellerbe might just happen to get into trouble if his wife was out of the way, and Honeywell, a pious soul, would never give him the appointment if he heard of it. Ellerbe's wife receives a fake wire, sent by Kent, calling her to her sick sister.

Ellerbe, who has a roving eye, has met Nancy at the same jamboree where she took Jerry over the jumps. He dates her up. In the meantime, Jerry has met Claire Honeywell, the boss' daughter. He takes her out.

But Kent, the worldly wise, has realized how much Claire could help him in getting the appointment and joins them, to Jerry's dismay. Later, Claire tells Jerry that she adores masterful men like Kent, that he himself is sweet but too young.

George Ellerbe and Nancy are caught in George's suite by Nancy's husband. Mrs. Ellerbe returns unexpectedly. Kent sees her in the lobby. Suffering from an attack of conscience, he rushes upstairs to warn Ellerbe and finds the latter in the midst of being taken for five thousand dollars by the outraged husband. Kent straightens this out in short order and sends the husband packing, only to be caught alone with Nancy, after he has hurried Ellerbe down the fire escape. To make matters worse, his own wife arrives at this juncture with private detectives. She has been anxious for some time to secure evidence for a divorce. Here's her chance.

Kent dates up Claire for a midnight supper but Arlene Dale intercepts the girl and she does not keep the date. On the final day of the convention, Honeywell announces the name of the new sales manager—but it is neither Kent nor Ellerbe. Instead, it is Goodwin who has caught Honeywell himself in a compromising situation.

The convention ends. The hotel looks as if it had been visited by a cyclone. The salesmen go to their special train. Mrs. Kent will get her divorce, leaving Kent free to marry the faithful Dale. Claire gets an appointment as assistant sales manager for Jerry. They become engaged as the special pulls out of town.

## Official Billing

First National Pictures, Inc. & The Vitaphone Corp.	25%
present	
"CONVENTION CITY"	100%
with	
Joan Blondell—Adolphe Menjou—Dick Powell	75%
Mary Astor—Guy Kibbee—Frank McHugh	75%
Patricia Ellis—Ruth Donnelly Hugh Herbert—Grant Mitchell	75%
Directed by Archie Mayo	20%
A First National and Vitaphone Production	40%



An Abner Dean impression of Dick Powell, appearing in the First National all-star comedy hit "Convention City" at the ..... Theatre.

Mat No. 1 Price 10c

## Patricia Ellis Feels for Newcomers in Hollywood

### Worst Period in Getting Started Is Waiting for Studio to Assign Player His First Role

"I KNOW exactly how they feel," said Patricia Ellis. Patricia was talking about the young hopefuls who come to Hollywood—who have always come to Hollywood. They were talking in particular of three or four young people. All of them had "done things" on the New York stage, only to find themselves apparently forgotten in Hollywood—in spite of contracts.

"Whoever called it 'Heartbreak Town' was right, if trite," said Patricia. "And I'm not trying to be funny."

She was waiting for a scene to be called during the shooting of the First National comedy drama, "Convention City," in which she is now appearing at the ..... Theatre, with Adolphe Menjou, Joan Blondell, Mary Astor, Dick Powell, Guy Kibbee, Frank McHugh, Ruth Donnelly and others. That's what Patricia herself has achieved in her scant year of movie life—an important place in one of the season's most impressive all-star casts. Likewise, she recently had important billings with Paul Muni and Aline MacMahon in "The World Changes." Nevertheless . . . . .

"I know exactly how they feel," she said.

"How do you know?" she was asked. You've certainly done well enough in a short time."

"Oh, at first it's awful," Pat went on, grimacing. "They bring you out here and just at first you get all sorts of little attentions—the kind of thing that makes you think you must be pretty good. Then, all of a sudden, the silences set in. The studio doesn't call you; you're not cast in anything. You begin to doubt if the casting director will remember you, if you meet him face to face. It's trial by fire—no mistake about that.

"At first you've thought: 'Well, perhaps they have big things in mind for me.' Now you're sure you will be doing well if they call you for a bit or an extra job. Those are the worst weeks of all in the 'Hollywood routine.' But from what I've heard almost everybody has to go through them. I know exactly how they feel," she said again, with conviction—and she referred to the three or four youngsters from Broadway.

"Naturally they take it to be studio indifference, and perhaps it is. Anyhow, it's a galling ordeal and your ego soon shrinks to the point where 'that's all there is—there isn't anymore.' But if they'll only sit tight—and can 'take it'—they'll come out all right. They will, really." Her eyes opened wide. "I wanted to go back to New York. I was sure nobody wanted me here. Now I'm glad I stayed. I'm really working at last."

Others are glad, too, that Patricia stayed. In recent months she has emerged as one of the best-liked, the most personable and talented ingenues on the screen. Perhaps, as she says, it all came about through "sitting tight" and waiting. Or perhaps her undeniable abilities had more to do with it than she believes.

After that first disheartening period of waiting, she had her first part—a small one—in "Three on a Match." Then suddenly the first real break arrived—an important role with George Arliss in "The King's Vacation." There followed, in quick succession, leading parts with James Cagney in "Picture Snatcher," with Joe E. Brown in "Elmer the Great," with Douglas Fairbanks, Jr., in "The Narrow Corner."

From there it was only a step—a short step, too—to a featured role with Muni in "The World Changes" and to the "all-star" rating of "Convention City."

"Convention City" is an uproarious comedy based on the playboy antics of men at a business convention. Archie Mayo directed it from a screen play by Robert Lord, based on the story by Peter Milne.

Length—6431 Ft. Running Time—69 Mins.



# Cast Biographies

## GUY KIBBEE

Guy Kibbee was born in El Paso, Texas, on March 6, 1886, weighs 200 pounds and is 5 feet 10 inches tall. Launched upon a stage career at an early age, he toured the country for years with various stock companies and won attention as one of America's most capable actors.

His performance in the Broadway production, "The Torch Song," was so outstanding that Hollywood summoned him for important screen roles, and since his introduction to movie audiences, he has gained a huge following among the fans.

His more recent pictures include "Havana Widows," "The World Changes," "Lilly Turner," "The Silk Express," "The Life of Jimmy Dolan," "Girl Missing," "42nd Street," "Footlight Parade" and "Gold Diggers of 1933."

## RUTH DONNELLY

Ruth Donnelly was born in Trenton, N. J., a niece of Mayor Fred Donnelly of that city, who has the long distance record of holding down that chair for twenty-two years.

She was trained for the stage from childhood and started her theatrical career in the chorus with Ina Claire in "The Quaker Girl." She was with George M. Cohan four years and played comedy leads with Broadway shows for many seasons before entering pictures.

Miss Donnelly went to Hollywood a little more than a year ago, appearing in minor roles in several pictures. Her first distinctive hit came with her role in "Blessed Event," after which she was signed by Warner Bros.

Her recent pictures include "Havana Widows," "Female," "Footlight Parade," "Bureau of Missing Persons," "Goodbye Again," "Private Detective 62," "Lilly Turner" and "Ever in My Heart."

## FRANK McHUGH

Frank McHugh has been on the stage since his early youth. Born in Homestead, Pennsylvania, of theatrical parents, Frank's earliest thoughts were of the theatre.

Following years as a troupier in many stock companies throughout the United States and Canada, he was induced by his friend, Frank Fay, to accept a role with the latter in "Bright Lights." His work drew the attention of screen audiences and after having given outstanding performances in many pictures, he was signed under a long term contract by the Warner Bros.

His latest pictures include "Havana Widows," "Elmer The Great," "One Way Passage," "The Mystery of The Wax Museum," "Life Begins," "Ex-Lady," "Footlight Parade" and "Lilly Turner."

## GORDON WESTCOTT

Gordon Westcott was born in St. George, Utah, the son of a minister, a profession he himself prepared for at the University of Utah.

Later he decided upon a journalistic career and attended Columbia University with this in mind. He became interested in the theatre through having written a melodrama which was produced by a stock company. Eventually he organized his own stock company and played character parts which led to Broadway productions of note and eventually to the screen.

His most recent pictures include "Dark Hazard," "Footlight Parade," "Bureau of Missing Persons," "Goodbye Again," "She Had To Say Yes," "Lilly Turner" and "The World Changes."

## ADOLPHE MENJOU

Adolphe Menjou was born in Pittsburgh, Pa., of French and Irish parentage. He was educated at Culver Military Academy and Cornell University where he studied mechanical engineering and got a smattering of college theatricals.

After graduation he turned to the stage and joined a stock company in Cleveland, Ohio. Later he decided on a screen career and played with several important players, including Marguerite Clark. When the war broke out, he went to the front with the Cornell unit as a private and came back a Captain.

Reentering picture work after the war his first big success was with Charles Chaplin in "A Woman of Paris." From that time on he has been playing leading and stellar roles. Some of his more recent pictures include "Morning Glory," "The Worst Woman in Paris," "The Murder of a Circus Queen," "A Farewell To Arms" and "The Front Page." He was recently signed by Warner Bros. First National on a long term contract, his first picture being "Convention City."

## JOAN BLONDELL



Mat No. 19 Price 10c

In less than two years from the time that Joan Blondell, a native New Yorker, was brought to Hollywood to appear with James Cagney, in the Warner Bros. picture, "Sinner's Holiday," she has become a star and one of the season's greatest box office attractions.

From earliest infancy, Joan's life has been closely allied with the theatre. Her father, a well-known vaudeville performer for twenty years, carried his family with him in his treks across the country on the various vaudeville circuits and each and every member of the group had a part in the act not excluding even the baby, Joan, when she was scarcely able to walk.

Following her sensational debut in "Sinner's Holiday," Joan was featured in a number of pictures. Her more recent successes include "Havana Widows," "Footlight Parade," "Gold Diggers of 1933," "Goodbye Again," "Blondie Johnson" and "Lawyer Man."

## HUGH HERBERT

Hugh Herbert was born in New York City and was educated in the public schools there. After finishing high school, he got a position with the Fall River, Massachusetts, stock company. Later he returned to New York, playing in more than sixty plays and sketches there and other cities.

He went to Los Angeles with the musical comedy, "Exposures of 1927," and shortly thereafter was engaged to play in talking pictures. His first screen part, in fact, was to talk behind a screen for one of the first "talkies."

Herbert collaborated with Murray Roth in writing the first all talking picture, "Lights of New York," which was produced by Warner Bros. He has written a number of screen plays, notable among them, "The Great Gabbo" for Louis Stroheim.

His recent pictures include "College Coach," "Footlight Parade," "Bureau of Missing Persons," "Goodbye Again" and "She Had To Say Yes."

## MARY ASTOR

Mary Astor was born in Quincy, Ill., where her father was a teacher in the local schools. Later she went to Chicago where her mother secured a position as teacher in the Kenwood Loring school for girls. Mary entered the same school to study diction and drama.

She entered a beauty contest conducted by a motion picture magazine and won an honorable mention in the preliminaries. So she went to New York, got into the finals and came out second. Mary then worked in a New York studio playing in short subjects and finally was selected to play opposite Huntley Gordon. Later she played leads with Eugene O'Brien and Glenn Hunter.

Finally she turned to Hollywood where she appeared in a number of outstanding features. Among her more recent pictures are "The World Changes," "Jennie Gerhardt," "The Kennel Murder Case," "A Successful Calamity" and "The Little Giant."

She is married and has a baby daughter.

## DICK POWELL

Dick Powell, born in Mt. View, Arkansas, won a screen contract with Warner Bros. through his musical talents, having been lifted bodily from a Master of Ceremonies position in a Pittsburgh Theatre to an important part in "Blessed Event." As a result of his work in that picture, he was given an important role in "42nd Street."

Though he had had no previous stage or screen experience he showed such natural talents as an actor that he was put under a long term contract by Warner Bros. His latest pictures include "College Coach," "Footlight Parade," "Gold Diggers of 1933," "42nd Street," "Too Busy to Work," and "Blessed Event."

## PATRICIA ELLIS

Patricia Ellis was born in New York, the daughter of Alexander Leftwich, one of that city's most noted stage directors and producers.

She has been on the stage since the time she was old enough to walk and has appeared in the last few years in such Broadway productions as "The Royal Family," "Once In a Lifetime," and "Elizabeth the Queen."

Signed to a contract a few months ago to Warner Bros., Miss Ellis has made remarkable strides playing important roles in "The World Changes," "Elmer the Great," "Picture Snatcher," "The King's Vacation," "Central Park," "Three On a Match" and "The Narrow Corner."

## Screen Records

**JOAN BLONDELL**—"Havana Widows," "Footlight Parade," "Gold Diggers of 1933," "Goodbye Again," "Blondie Johnson," "Lawyer Man."

**ADOLPHE MENJOU**—"The Worst Woman In Paris," "Morning Glory," "The Murder of the Circus Queen," "A Farewell To Arms," "The Front Page."

**DICK POWELL**—"College Coach," "Footlight Parade," "Gold Diggers of 1933," "42nd Street," "Too Busy To Work," "Blessed Event."

**MARY ASTOR**—"The World Changes," "The Kennel Murder Case," "Jennie Gerhardt," "The Little Giant," "A Successful Calamity."

**GUY KIBBEE**—"Havana Widows," "The World Changes," "Footlight Parade," "The Silk Express," "Lilly Turner," "42nd Street," "Girl Missing."

**FRANK McHUGH**—"Havana Widows," "Footlight Parade," "Lilly Turner," "Elmer the Great," "Son of a Sailor," "Ex-Lady," "Parachute Jumper."

**PATRICIA ELLIS**—"The World Changes," "The Narrow Corner," "Picture Snatcher," "Central Park," "Elmer the Great," "Three on a Match."

**RUTH DONNELLY**—"Footlight Parade," "Havana Widows," "Bureau of Missing Persons," "Goodbye Again," "Lilly Turner."

**HUGH HERBERT**—"College Coach," "Footlight Parade," "Bureau of Missing Persons," "Goodbye Again," "She Had To Say Yes."

**HOBART CAVANAUGH**—"Dark Hazard," "Havana Widows," "From Headquarters."

**GORDON WESTCOTT**—"Dark Hazard," "Footlight Parade," "Bureau of Missing Persons," "Affairs of Voltaire," "Heroes For Sale."

**ARCHIE MAYO (director)**—"Ever In My Heart," "The Mayor of Hell," "The Life of Jimmy Dolan," "Two Against the World," "Street of Women."



# Advance Features

## Best Dressed Actor Wears Only Second Hand Clothes

Adolphe Menjou Won't Wear a New Suit Until After His Valet Has Worn Off Its Newness

By Fraser MacLeod

**A**DOLPHE MENJOU, the screen's best-dressed man wears nothing but second-hand clothes!

This startling but interesting bit of information was recently revealed when Menjou's tailor brought two new suits on the set of "Convention City," the star's first picture for First National, which comes to the Theatre on .....

After Menjou had done a scene with Joan Blondell to the satisfaction of Director Archie Mayo, he tried on both suits in his portable dressing room. Expressing satisfaction with the final results, he ordered both garments sent home.

A telephone call a few minutes later to Collins, the star's valet, told the story of Menjou's pet aversion and his novel remedy.

"Hello, Collins," said Menjou, "I am having two suits sent out this afternoon. I want you to put on the dinner clothes as soon as the tailor arrives, and have it ready for me to wear tomorrow evening. The other suit you can take care of at your leisure. There is no hurry about it!"

Dick Powell, who plays an important role in "Convention City," happened to overhear the conversation, and was naturally puzzled by it.

"Say, Dolph," Dick asked, "I don't mean to be too personal, but I couldn't help overhearing. Did you ask someone to put on your new suit?"

Menjou flashed the smile that has won him hundreds of admirers and confessed all.

"That's right, Dick," he replied. "To make a long story short I have a horror of wearing a brand new suit. Some people hate to wear new shoes, others new shirts. I so detest wearing a new suit, that for the past three years I have not had to do so.

"My man Collins is exactly the same size as myself. And he likes new clothes. So, it's all very simple. Every time I have a new suit made,

I give it to him and tell him when I will be ready to wear it. Then he breaks it in and has it ready for me at the desired time."

"Why, I never heard of such a thing," exclaimed Powell. Then with a sudden suspicion, "You're not trying to rib me, are you?"

"Well, you heard the conversation yourself, so believe it or not," said the star as he got ready for his next scene in "Convention City."

And it turned out to be a fact. Menjou who has a yearly average of between 30 and 35 new suits made to order never wears a single one until his valet has worn its newness off. Then with a fresh pressing, the star is ready to wear it himself, and keep the distinction of being the "screen's best-dressed man."

It seemed that Collins had no objection. Since then every suit which has been made for the star has been worn by the servant until sufficient "newness" has been worn off.

Menjou is one of the members of the all star cast in "Convention City," which includes Joan Blondell, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis and Ruth Donnelly. The story by Peter Milne is a hilarious comedy based on the escapades of wild husbands when they go off to attend alleged business conventions. Archie Mayo directed from the screen play by Robert Lord.

## Dick Powell Doesn't Sing Note in 'Convention City'

Plays Straight Juvenile Lead in Hilarious All Star Comedy With Blondell and Menjou

**B**ROADWAY without show business? Griddle cakes without syrup? Laurel without Hardy? If these sound like startling omissions, what can you think of Dick Powell in a picture without a song to sing!

Before long you will have a chance to see just how it works—in one picture at least. For the first time since he and Ruby Keeler made such a hit in "42nd Street" and "Gold Diggers of 1933" Dick Powell hasn't a single vocal number.

The picture is First National's all star "Convention City," which comes to the Theatre on ....., with Dick playing a straight juvenile lead.

"So far as I'm concerned," said Powell "I'm pleased about it. Terribly pleased. I've never had any idea of being a singing juvenile all my life. I was afraid I was going to be 'typed' as a singer for the rest of my screen days."

Dick had been a singer and orchestra leader at a Pittsburgh theatre when First National took him to Hollywood a year ago to try him out in pictures.

"Blessed Event" marked Dick's screen debut. In that picture he played a radio crooner—and sold his two song numbers and his fine personality so well that he was promptly presented with a long-term contract. Then, in "42nd Street," he registered even more resoundingly.

In that successful musical picture, he sang the title song, "42nd Street," "Shuffle Off to Buffalo" and "You're Getting to Be a Habit With Me," all three of which were immediately established as the big hit tunes of the country.

In "Gold Diggers of 1933," Dick was once more a "musical comedy juvenile," with such outstanding numbers as "The Shadow Waltz" and "I've Got to Sing a Torch Song" entrusted to his care. Here

again he registered a huge personal success. Also, about this time, the team of Dick Powell and Ruby Keeler emerged as one of the top-notch box-office attractions of the season.

Next, in the Powell list of pictures, came "Footlight Parade." Here he has to sing three numbers again—"Ah, The Moon Is Here," "Honey-moon Hotel" and "By A Water-fall."

Then he was assigned to the juvenile lead in "The College Coach"—a non-musical picture if ever there was one. "Here," thought Dick, "is where I start the New Life"—or words to the effect. Then, at the last minute, studio powers decided that one song in a collegiate picture wouldn't be unfitting. Naturally, it was assigned to Dick. Its title is "Lonely Lane."

But in "Convention City," on which he started as soon as he was done with "The College Coach," Dick doesn't warble a note. He plays a young, romantic salesman attending his first business convention.

"Convention City" is a hilarious comedy based on business conventions which most men use as an excuse for whooping up things.

Joan Blondell has the leading role of a gold digger who dotes on delegates to conventions. Others in the all star cast include Adolphe Menjou, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis, Ruth Donnelly, Hugh Herbert, Hobart Cavanaugh and Gordon Westcott. Archie Mayo directed from the screen play by Peter Milne.

## HILARIOUS HIGHLIGHTS OF "CONVENTION CITY" . . . . By Rosmini



HERE IS THE WAY THE artist sees the mad meeting of the super-salesmen at "Convention City," the First National laugh riot now playing at the Strand Theatre. A cast studded with the screen's favorite comics, combined with a story chock-full of laughs, makes this film one which will be remembered as one of the funniest you've ever seen. Joan Blondell, Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Hugh Herbert and many others join in making even the rock-ribbed coast of Maine ache with laughter.

MAT NO. 5 PRICE 20c

THIS CARTOON IS ALSO AVAILABLE IN THE 3-COLUMN SIZE. ORDER MAT NO. 6 PRICE 15c



# Advance Features

## Despite Big Film Success Mary Astor Yarns for Stage

After One Taste of Footlights This Frank Star Admits to Treasonable Stage Desires

HERE is an actress, associated in the public mind only with pictures, who admits she much prefers the stage, despite the fact she has been enormously successful on the screen and has had but one solitary stage appearance. Yet she'd like to give up screen acting this minute and work behind the footlights. Yes, even if it meant beginning in a small way.

This amazing young woman is none other than Mary Astor, once Lucile Langhanke, of Quincy, Illinois, who is one of the members of the all-star cast in the

First National comedy-drama, "Convention City," which comes to the Theatre on ..... She admits with complete frankness that she is still "self-conscious" in pictures, despite a record of having made some seventy-five films, in most of which she has played the lead. But her single stage appearance, on the west coast, with Edward Everett Horton "Among the Married," tickled her so much and gave her so much confidence that she is eager for more stage work. And this isn't the only unusual thing about Mary Astor.

She was born in Quincy, Illinois, of parentage that blended five different bloods: Portugese, Scotch, Irish, German and Polish. From her earliest childhood, she was determined to be an actress—yes, honestly. She really remembers that, and wouldn't say it if she didn't—for Mary Astor is a young woman who detests the bromides of the usual screen interviews and "life stories."

"Maybe that's silly," she smiles. "But I don't like ballyhoo—the 'phoney' kind. I believe that producers are finding out that sincere and honest stories about their players are just as important as sincere and honest stories on the screen."

Mary's first screen opportunity came in a picture called "The Beggar Maid." This was after she had won a beauty competition and had been given a screen test as the reward.

Her favorite screen role is that of Julia in "Holiday"; her favorite screen play, "Beau Brummel," in which she appeared with John Barrymore. So far as her worst picture is concerned, she replies when asked about that "they have been too numerous to mention."

Aside from acting, her greatest interests are her husband, a new baby and working at illustrations. If she were to turn to some profession other than acting, it would be to illustrate. She has a real flair for drawing.

"Convention City" is the latest of a trio of pictures she has just completed for First National, and Warner Bros., the other two being "The Kennel Murder Case" and "The World Changes." She stepped straight from one of these into another. Now she is under a long term contract to the same company, with "Easy To Love" as her next picture.

The contract has quite some while to run. Then, perhaps, the stage. She won't be satisfied till she has tried it again.

In "Convention City" Miss Astor has the heroine lead in an all star cast, which includes Joan Blondell, the vamp, Adolphe Menjou, Dick Powell, Guy Kibbee, Frank McHugh, Patricia Ellis and Ruth Donnelly.

The story by Peter Milne is an uproarious comedy with many amusing love tangles in which a group of salesmen are enmeshed during a convention at Atlantic City. Archie Mayo directed from a screen play by Robert Lord.

## En Route For Toledo



A trainload of stars coming 60 miles an hour for Toledo and "Convention City," First National laugh riot starring Adolphe Menjou, Mary Astor, Joan Blondell, Dick Powell, Guy Kibbee, Patricia Ellis, Frank McHugh, and many others coming soon to the ..... Theatre.

Mat No. 8 Price 15c

(Substitute name of your town in the caption)

## Train of Conventionists Photographed in New Way

Sliding Stage With Railroad Tracks Used in "Convention City" to Bring Train in Focus

A SLIDING stage that operates just back and forth—and not around, is now being featured in "Convention City," the First National all-star comedy attraction which comes to the Theatre on .....

The script required that a full trainload of enthusiastic salesmen, Atlantic City bound, had to face the cameras. Not only was it necessary for them to be photographed by the carload, as their special zoomed from New York to the New Jersey coast resort, famed as a convention city, but separate episodes had to be filmed in various compartments of the train.

Naturally a real train wouldn't fill the order. The camera had to penetrate one side wall of each car. That wall was left out, therefore, in the construction of the set. Aside from this deficiency, the cars had to be complete in all details—from washroom to ventilators, from reading lights above the Pullman seats to porter in white jacket.

What's more they had to move. Archie Mayo, who directed "Convention City," reached one decision early in the preparations. He did not want a canvas panorama unrolling past the windows of stationary cars. Also he did not want

to move his camera on a dolly from one end of the train to the other, to suggest motion. Both would be unconvincing. No, each car should come to the camera.

Therefore, the camera remained stationary and the train was made movable. All very good. But this meant a good deal of work in the way of set construction. A track had been set up, which extended not only the full width of the sound stage but a good deal further at either side. The walls of the stage were removed at these points and the tracks reached nearly fifty feet beyond, at both ends. A train of seven cars was then set on these tracks.

Whenever Mayo wanted a partic-

ular car before his camera, the train was pushed into focus. And when the train pulled out of or into a station, it was moved from one extreme of the tracks into the camera's range, and out again on the other side.

Plenty of pushing in all this. The usual number of prop men and technicians had to be doubled for "Convention City." The only one who really got a break was the cameraman. The train came and the train went but he stayed in one spot, set his camera to work and let the others worry about getting into range.

Some of the most amusing scenes of this hilarious comedy take place aboard the train and at the station, as the convention bound business men, away from their wives carry on like kids out of school.

The story by Peter Milne is a sparkling comedy showing how the tired business man behaves when he leaves friend wife behind to go on a business trip. Joan Blondell heads the all-star cast as the chorus girl chiseler who dotes on playful conventioners.

Others in the splendid cast include Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis, Ruth Donnelly, Hugh Herbert, Grant Mitchell and Gordon Westcott.

Archie Mayo directed the picture from the screen play by Robert Lord.

## When Good Fellows Get Together



It's always fair weather in "Convention City" where Dick Powell, Mary Astor, Adolphe Menjou, and many others get together for the First National laugh hit coming soon to the ..... Theatre. From the looks of this shot, the ocean breezes are not the only things full of moisture. But most music is soothing—although we don't guarantee this.

Mat No. 21 Price 15c

## What They Talk About on Movie Set Between Shots

WHAT do they talk about between shots on a Hollywood sound stage? Plenty of people want to know. At least they're always asking.

Ruth Donnelly and Guy Kibbee were sitting in a Pullman compartment. They weren't going anywhere. They were merely waiting while cameras, lights and sound equipment were adjusted so they could go on with a scene in "Convention City," the First National comedy drama coming to ..... Theatre.

Archie Mayo, irrepressible but round director of the picture, was waiting too. Archie was growing restless. Cameras, lights and sound equipment, it seemed, were all requiring much too much attention.

He strode about, then stopped before Miss Donnelly and Kibbee. The Kibbee girth had caught his roving eye. He pointed in disdain, and turned to Ruth.

"Now there's what I call a really fat man," he remarked.

"Um, you should talk!" jeered Guy. And he fixed his gaze on the Mayo waistline, which is not exactly in the hour-glass mold.

"You mean you think I'm fat?" asked Archie, incredulous. "Look here!" he extended finger tips over his head, drew in his breath sharply and exhibited the result.

"You do it just by breathing, Guy. That is, I do. Some of us can."

Kibbee was unimpressed. "You weigh twenty pounds more than I do. Let's say twenty out of charity."

"Humph You amuse me. What's your weight, Guy—off the record?"

"Two hundred and eighteen." Guy smiled in triumph. "I said you couldn't match—"

"With or without?" Archie continued firmly.

"Oh, without, of course."

"Without! I can match you any day. I'm two seventeen that way. Listen, when Busby Berkeley saw me without he wanted me for the lead in "Wonder Bar."

"All set," said the cameraman. The sound chief agreed. Archie returned to his chair.

"Let's go," he said.

What do they talk about between shots? Sometimes it's a fat man's contest. Anyway they seem to have a lot of laughs—if it's an Archie Mayo picture.

And the picture itself is full of laughs, being a hilarious take-off on the tired business man who leaves his wife behind to attend a business convention and then has the time of his life, by acting as a playboy.

There is an all star cast which includes besides Kibbee and Miss Donnelly, Joan Blondell, Adolphe Menjou, Mary Astor, Frank McHugh, Patricia Ellis, Hugh Herbert, Hobart Cavanaugh and Gordon Westcott. The story is by Peter Milne and the screen play by Robert Lord.



# Current Features

## STAR TATTLING

### ADOLPHE MENJOU

(Screen Idol of Silent Pictures Makes Big Come-Back In New Role In "Convention City" showing at the ..... Theatre)

**A**DOLPHE MENJOU—Born in Pittsburgh, Pa., February 18th, son of Albert Menjou, a French Inn keeper and Nora Joyce Menjou, an Irish girl.

Spent much of his youth going back and forth to France with his father and finally settled with his family in Cleveland. Sent to Culver Military Academy where he laid the foundation for his career as the screen's best dressed actor.

Studied mechanical engineering at Cornell University while a member of the college theatrical society. Wrote a successful college play. As a mechanical engineer he was a dub at farm labor, his first job after graduation.

Decided to become an actor. Started in stock in Cleveland, then went into picture work with Vitagraph. Toured in vaudeville for seven months in a newspaper sketch, giving nine shows a day.

Took advantage of his nationality to play a comic Frenchman in "The Amazons," starring Marguerite Clark. Later played in "The Valentine Girl," "The Moth" and "The Kiss." He says he didn't have the title role in the latter.

Enlisted in Cornell Unit of American Red Cross, as a private, when the World War broke out. Just before leaving for Italy his company put on "Goodbye Bill" at the Broadway Theatre, in New York. 'Twas a hit.

Served on the French front until the Caporetto retreat. Was promoted to Captaincy and transferred to Alpine sector, participating in the St. Mihiel drive. Serving with Menjou were Lucien Littlefield, Hector Turnbull, Gilbert Emery, Ernest Hemingway, John Dos Passos and Gouverneur Morris.

Returning to New York he became production manager for William Worthington. Fame and fortune awaited around the corner, however, when Charlie Chaplin cast him in "A Woman of Paris," which established him as the leading "man of the world."

A starring contract followed under which he made "Forbidden Paradise," "Are Parents People?" "Lost, a Wife," "The Grand Duchess and the Waiter," "The Ace of Cads," "The King on Main Street," "Service for Ladies," "Evening Clothes," "Blonde or Brunette," "A Gentleman of Paris," "Serenade," "His Tiger Lady," "A Night of Mystery," "His Private Life," "Fashions in Love" and "Marquis Preferred."

When talking pictures came in he made "Mon Gosse de Pere," the first picture in the French language. Speaking several languages, he made a number of films for foreign consumption in the native languages of those countries.

After playing an important role with Marlene Dietrich and Gary Cooper in "Morocco," he appeared in "New Moon" and "The Easiest Way." Then he made one of his greatest hits as lead in "The Front Page." Went to London, in 1932, where he made two pictures, "Forbidden" and "Bachelor's Affairs."

Returning to America he appeared in what is considered the finest role of his career up to that date, that of Major Rinaldi in Ernest Hemingway's "A Farewell To Arms." His latest are "The Murder of the Circus Queen" and "Morning Glory," but it was his work in "A Farewell To Arms" that won him a long term contract with First National.

He is five feet, nine inches tall, weighs 153 pounds, has blue eyes and dark brown hair. His immaculate clothes are all made in Hollywood.

Menjou is one of the members of the all-star cast of "Convention City," now showing at the ..... Theatre, the others being Joan Blondell, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis and Ruth Donnelly.

Archie Mayo directed from the screen play by Robert Lord.

### Hugh Herbert Impresses In Pantomime Role

One of the most effective pieces of acting in recent years is contributed by Hugh Herbert in Warner Bros. "Convention City" now showing at the ..... theatre. Hugh who has only three or four speeches in the entire film leaves the audience with a deep impression of his performance.

He portrays a happy-go-lucky drunk who not only mixes his drinks, but mixes his conventions as well. Hugh's subtle antics make this role uproarious.

Herbert is one of the members of the all star cast in "Convention City," First National's hit comedy now at the Strand.

## "Convention City" Stars Wear Latest In Fashions

### Three Dozen Entirely New Creations Used by Joan Blondell, Mary Astor and Patricia Ellis

**D**AME Fashion hits a high peak in the First National comedy drama, "Convention City," being able to display her latest wares on three of the screen's loveliest actresses.

Joan Blondell plays her usual vivid type of characterization, in a wardrobe representing high, even exaggerated, style. Mary Astor plays a smart, young—and being Mary Astor—a beautiful business woman, with a wardrobe to match all four

adjectives. And Patricia Ellis, Hollywood's "little princess on the hill," is seen as the daughter of the president of a big manufacturing company, conquering all of his salesmen in a series of sophisticated gowns designed to enhance her charms.

Orry-Kelly, First National designer, styled all of his gowns to the three types of roles, while planning them at the same time to appeal to a widely diversified feminine audience.

Patricia's most unusual gown, it is said, is a formal of pale pink satin, with a shirred bodice gathering into a drawstring around the neck, and a "fish tail" train. She also wears many smart street clothes, and two light colored outfits which Orry-Kelly says are destined to be popular for Southern resort wear during the winter, as well as heralding the first of the spring styles.

For Joan Blondell, Orry-Kelly took advantage of the new tailored nets now being manufactured, to make her a dinner dress of black net over flesh colored starched chiffon, along tailored lines. This, he says, is a distinct innovation, since net, now coming into favor again, has not been used much for several seasons, and then only in the fluffiest of feminine creations.

The "new luminosity" is seen in the wardrobes of all three players, Mary Astor having a black crepe frock with long, baggy sleeves, studded with gold nail heads, while Patricia has an evening dress of white chiffon with a gold metallic stripe, and Joan has a beige net embroidered lavishly with golden sequins.

"Convention City," which brings these favorites to the screen in some three dozen entirely new creations, is the hilarious story of a hectic sales convention in Atlantic City, where a great many things happen that could scarcely be termed business.

Adolphe Menjou and Dick Powell have the masculine leads in the picture, while others prominently in the all-star cast are Guy Kibbee, Hugh Herbert, Ruth Donnelly, Frank McHugh, Hobart Cavanaugh and Gordon Westcott. Archie Mayo directed the picture from the screen play by Robert Lord, based on the story by Peter Milne.



MARY ASTOR  
Mat No. 10 Price 5c

watched a great surgeon operate—and enjoyed it. Miss Blondell hasn't—and wouldn't.

Both are under contract with Warner Bros.-First National Studios, but never have appeared in a picture together.

Joan is now a member of the all-star cast of "Convention City." The others being Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis and Ruth Donnelly.

The story by Peter Milne is a highly amusing comedy which is a take off on the tired business man when on Convention leave from his wife. Archie Mayo directed it from the screen play by Robert Lord.

## A Host of Favorites at "Convention City"



Reading from left to right they are Joan Blondell, Adolphe Menjou, Mary Astor; (bottom row) Frank McHugh, Dick Powell, and Guy Kibbee. And they join with many others at the ..... Theatre where the First National laugh hit "Convention City" is showing. Hugh Herbert, Ruth Donnelly and Hobart Cavanaugh are also in the cast. Archie Mayo directed.

Mat No. 13 Price 15c

## Two Very Different Screen Stars Really Much Alike

### Comparison Between Ruth Chatterton and Joan Blondell Reveals Similarity in Dispositions

**J**OAN BLONDELL, who is now appearing at the ..... Theatre, in the First National comedy drama, "Convention City," and Ruth Chatterton, whose latest picture for the same company is "Female," would seem to be as far apart in personality and temperament as the poles, inasmuch as both have achieved stardom through playing widely different roles. But in reality they are more alike than their screen personalities would indicate.

Both are blondes and beautiful. Both are cold-blooded and soft-hearted, which means that they keep their houses warm and much money in circulation among their needy friends.

Both like roller coasters and flea circuses and fires in fire places. Both like to sit on the floor. Miss Chatterton and Miss Blondell agree on Chinese food. Both have tried "Birds' Nest Soup."

Both like baseball and popcorn and parades. Each enjoys trimming Christmas trees and coloring easter eggs. Neither has any children.

Both like rocking chairs, and use nicknames for members of their own family. Neither can sleep with a light on. Neither one likes to get up early.

Orchids are not a favorite flower with either Miss Blondell or Miss Chatterton. Joan likes wild roses best of all the flowers. Ruth prefers yellow roses to any other flower.

Both read the comic strips and each sends out for extras when they hear them called. Neither Miss

Chatterton nor Miss Blondell have the patience to listen to speeches.

Neither actress reads the "shopping news." Both have carved their initials on trees—and know where to locate the tree. Neither will carry a political poster on her automobile. Both lovely ladies are inclined to drive fast and to argue with policemen. Neither is interested in child actors or prodigies.

Those are some of the ways in which they are alike. Some of the ways they differ follow:

Miss Chatterton has never found a "perfect" house. Miss Blondell found one—and now lives in it. Joan has never missed a train. The "first lady of the screen" has missed several during her life.

Joan does not believe some people are luckier than others. Miss Chatterton is convinced some people are naturally fortunate.

Ruth can bake a cherry pie. Joan hasn't tried it. Ruth follows murder stories in the papers. Joan can't be bothered.

Miss Blondell is tempted to jump from high buildings. The calm Miss Chatterton is not so affected. Ruth tells fortunes with cards and otherwise. Joan doesn't attempt to predict the future.

Joan worries about dreams. Ruth doesn't. Miss Chatterton has



# Special Radio Sketch

## HILARIOUS TEN-MINUTE RADIO SKETCH FROM COMEDY HIT, "CONVENTION CITY"

Here is a corking radio program with enough of the picture's slapstick comedy in it, to make the fans eager to see the film itself. Just a few of the snappy incidents from the fast-moving action of the picture have been chosen, and they lend themselves perfectly to

radio broadcasting. Some of the local young people will be glad for an opportunity of broadcasting and the resultant publicity will also prove of considerable benefit to your theatre. If you have not yet used the air, begin with this unusual sketch.

### SIX CHARACTERS

**TED KENT:** Honeywell Rubber Company's crack salesman and lady-killer.

**NANCY LORRAINE:** A blonde gold digger whose bluff Kent calls.

**PHIL LORRAINE:** Alias Fred Wilson—her side-kick in the con game.

**GEORGE ELLERBE:** Honeywell salesman who wants to be a sugar daddy.

**MRS. ELLERBE:** Who follows him to the convention and cramps his style.

**MADAME:** Saleslady in swanky board-walk fur-shop.

Regular station announcement followed by

**ANNOUNCER:** Ladies and gentlemen, it is our privilege now to offer you a few of the thousand and one laughs in uproarious "Convention City," the Warner Bros. First National production which comes to the

Theatre next.....featuring Joan Blondell, Adolphe Menjou, Dick Powell, Mary Astor, Guy Kibbee, Frank McHugh, Patricia Ellis, Ruth Donnelly, Hugh Herbert, Grant Mitchell and many other screen favorites. Archie Mayo directed. Mr. (name of theatre manager or his agent) will give you a brief summary of the story up to the opening of the sketch.

**NARRATOR:** Thank you (name of Announcer). The special train loaded with the salesmen and saleswomen of the Honeywell Rubber Company is just pulling into Convention City. Many are already fairly well plastered. The great Mr. Honeywell himself, unctuous and condescending, is in the crowd. T. R. Kent, champ salesman and all-around good fellow is very much there. Then there is be-wigged George Ellerbe and his nagging wife who just would come along, Arlene Dale the best saleswoman on the road and the prettiest, Claire, the president's swanky daughter, and Jerry Ford, answer to a maiden's prayer—attending his first convention.

As the Honeywell Special pulls into the big Union Depot another Convention crowd is leaving. The platform is crowded with sodden salesmen. Bedlam is let loose—(Here begin, faintly, sounds of voices—horns—clackers—band music through which the voice of the Narrator is heard—swelling until it finally drowns him out). Empty ginger ale and liquor bottles are strewn all over. Cuties are speeding the parting guests and ready to give a hot cha welcome to the incoming suckers. (Here the noise becomes deafening—voices singing "HAIL, HAIL, THE GANG'S ALL HERE—" "Where's the porter?" "horns—" "Women—we want women"—band music—"Hello, cutie!"—"What's the Mayor's name?"—"Tell the Mayor to get me a couple of bottles of ginger ale—" "WE WON'T GO HOME TILL MORNING—TILL—" Cheers—Blare of horns—all in the wild tumult—ending with a crash).

**NARRATOR:** Business sessions out of the way, the Honeywell Boys hit the high spots and one of the first casualties is Jerry the heart-smasher—who comes to Ted Kent in wild excitement to report that a blonde by the name of Nancy is holding him up for a thousand bucks! He insists that Kent must let him have the grand at once to keep him out of jail. Kent tells the kid to wait, and dashes off in his bathrobe to the room of the sulking gimme-girl. He knocks. (sounds of same).

**NANCY:** (off, in wounded tones) Come in. (door opening)

**KENT:** (with suave gaiety) Good

morning Nancy—I understand you'd like a thousand dollars.

**NANCY:** (sharply) Is that any of your business.

**KENT:** (good-naturedly) Sure. I'm the paymaster. Here. Take this—a nice, new, fresh, crisp twenty dollar bill straight from the United States Mint.

**NANCY:** You go jump in the lake!

**KENT:** All right, but first we'll call a cop and get his opinion of this little matter. (Click of receiver)

**NANCY:** Don't phone, you fool—

**KENT:** Why?

**NANCY:** (sullenly) I'll take a hundred bucks.

**KENT:** TWENTY, sweetheart. Take it or leave it.

**NANCY:** (choked with rage) You great, big, ugly, pickle-faced baboon! I'll—

**KENT:** Well, YES OR NO! I'm a busy man!

**NANCY:** Think you're smart, don't you?

**KENT:** Not smart, just—EXPERIENCED! Bye-bye!

**NANCY:** Fork that dough over!

**KENT:** Okay—(off) Best o' luck!

**NANCY:** I'll fix you—wise guy! (Door bangs)

(Several bars of "You're Getting to Be a Habit With Me")

**NARRATOR:** In Convention City everything, but business is booming—firewater flows—free-for-alls are going big—gold-diggers are hitting the pay dirt—on a divan in a corner of the hotel lobby you may now see George Ellerbe, his toupee askew, telling his troubles to the dapper Kent.

**ELLERBE:** It's worse than being in jail, Ted. My wife won't let me out of her sight—(whining) You boys are all having the time of your lives and me—well—I'm starving to death at a banquet.

**KENT:** Maybe you're lucky, Ellerbe, to have someone to keep you on the straight and narrow—

**ELLERBE:** (indignant) Lucky!

**KENT:** Sure. You won't run wild this week and crab your chances of being made sales manager!

**ELLERBE:** I—I—never thought of that.

**KENT:** (amused) Well, think it over now, boy.

**ELLERBE:** Aw, but shucks, Ted—I been around—I won't get into no jam—if my wife was only outa the way—

**KENT:** So you still want to be a sugar daddy, do you?

**ELLERBE:** Sugar daddy nothin'! Listen, Kent, I'm young and healthy—may not look it, but—

**KENT:** So you'd like Mrs. Ellerbe out of the picture?

**ELLERBE:** Oh, boy!

**KENT:** She hasn't got any relatives who could get sick and send for her, has she?

**ELLERBE:** (shouting) Ted, you're a genius! Her sister Ella—in Cleve-

land—aw, but, Ella ain't sick—the whole family's too darn mean to get sick.

**KENT:** Give me her sister's name and address.

**ELLERBE:** What you gonna do—you ain't gonna—

**KENT:** Leave that to me.

**ELLERBE:** I hope you—make—it look—on the level, Kent. My wife's a terrible swatter. If she ever got suspicious—I'd—I'd have to move to Korea!

**KENT:** Relax! Your wife is practically out of town now.

**ELLERBE:** Shake, boy—You're sure a real pal—besides bein' a genius—Say, Ted...

**KENT:** Yeah?

**ELLERBE:** (embarrassed) You—remember last night—that little girl who—sat on my lap—

**KENT:** Lay off her. She's dynamite. I know.

**ELLERBE:** Aw, what the heck! A man only lives once. (heavy sigh) And my—my playdays are almost over. I'll be careful—would you—give a fellow her phone number?

**KENT:** Her name is Nancy Lorraine—

**ELLERBE:** Yeah! Yeah!

**KENT:** Thousand Dollar Nance—You can reach her through the Bijou Theatre—and you're leading with your chin!

**ELLERBE:** I'm a man with an iron chin, ha ha!

**KENT:** You'll need it, fella, believe me!

(Several bars of "Young and Healthy.")

**NARRATOR:** Kent's plan works. Ellerbe's wife goes to Cleveland—but—like the villain of the old melodrama, she returns! George is in a swanky boardwalk shop buying a fur coat for the lovely Nancy. The salesday is in ecstasies:

**SALESLADY:** (gushingly) Ah, Madame, c'est adorable! Magnifique! De coat she mak you look so lovelee!

**NANCY:** (cooing) You like it, Honey?

**ELLERBE:** You bet.

**SALESLADY:** Absolument! Madame must have zees coat! Jamais de ma vie have I seen anyzing so charmant!

**NANCY:** (softly) Feel how soft, Honey.

**ELLERBE:** (Hot and bothered) That's the—that's the skin you love to touch—huh?

**NANCY:** And such a bargain, Daddy. Only fifteen hundred—practically giving it away!

**ELLERBE:** Ye—y-y-yes—b-b-but

**NANCY:** You can't say no, Sugar Plum. You wouldn't want to break your poor baby's heart.

**ELLERBE:** Fifteen hundred is an awful lot of money.

**NANCY:** If you're a sweet boy I'll wear it for you—(whispering)

**ELLERBE:** Willya?

**NANCY:** Cross my heart.

**ELLERBE:** Well, I guess we can manage to —

(Door violently thrown open—crash of glass)

**SALESLADY:** (shrieking) Ou, la la LA!

**MRS. ELLERBE:** (wild with rage) YOU VIPER!

**ELLERBE:** (scared stiff) I—yes—you see my dear—I—these are fur coats!

**MRS. ELLERBE:** So this is why you tricked me to Cleveland! Come here! I'll teach you to buy huzzies fur coats—

**NANCY:** (getting the drift) Perhaps, now, that Madame has ar-

rived, you will not need a model. Perhaps Madame would like to choose her coat herself.

**MRS. ELLERBE:** (falling for it) Oh, oh, I beg your pardon, George dear—You darling! So you were getting a SURPRISE for me.

**ELLERBE:** Sure—sure—a surprise—yes yes—of course—my dear! Yes!

**MRS. ELLERBE:** And I've spoiled everything by walking in on you this way. Isn't that a shame!—But I'll love your gift just as much—Oh, oh, OH! Isn't it exquisite!

**SALESLADY:** Would Madame care to slip it on?

**MRS. ELLERBE:** Of course—You do forgive me, don't you, George!

**ELLERBE:** Oh, sure, sure, I do, dear—yes, yes, I certainly do.

**SALESLADY:** Tres chic, Madame—Magnifique! Charmant! You simply must have it!

**ELLERBE:** (hoarse whisper) You saved my life—phone tomorrow—

**NANCY:** (whisper) You've got to buy me a fur coat, too.

**ELLERBE:** (whispering) Anything—anything. (door shuts)

**MRS. ELLERBE:** George, I think this coat looks very well on me.

**ELLERBE:** I think so, too, dear—yes—yes—I sure do. Yes—! (Few bars of "How Dry I Am.")

**NARRATOR:** All over Convention City Hotel—corks are popping—heads are breaking—Daddy Ellerbe at last manages to sneak Nancy up to his rooms while his wife is out shopping. He is pretty badly 'bunned' now and you may hear him chasing the cutie playfully about the rooms.

**ELLERBE:** Nancy—(panting) Oh, Nancy—oh hum—I'm outa breath—Nancy—Papa says come here!

**NANCY:** (cooly, off) Papa's got to catch me then. And remember! Papa's got to get his little Nancy another fur coat—

**ELLERBE:** Sure, sure (breathless) oh hum—sure—sure I will—yes yes—Sure!

(Thundering on the door)

**NANCY:** (pretending fright) Daddy, who's that?

**ELLERBE:** Calm down—it's just some of the boys—I'll get rid of 'em all right—

(More beating on door)

**PHIL:** (Off) Open the door or I'll

**NANCY:** Heavens, it's my husband! He'll kill us both. Where can I go? Where can I go?

**PHIL:** (off) Open the door or I'll break it down.

**ELLERBE:** (in low tone) Into the closet, quick!

**PHIL:** (Throwing weight against door) I'm comin'!

**ELLERBE:** Wait, M-m-mister (key turns in lock) I'll letya in. Why sure—yes yes—

**PHIL:** Say what's the big idea?

**ELLERBE:** Why—why—

**PHIL:** I saw you come into this room with my wife. I'm Phil Lorraine! You're gonna hear a lot about me! You heart-thief—you home-wrecker! Where is she?

**ELLERBE:** Listen, Mister Lorraine—

**PHIL:** (roaring) She'll never two-time me again. I'm going to kill her! Where is she?

**ELLERBE:** (excitedly) I-I-I-it's all—a mistake—

**PHIL:** (slowly menacing: Why you—old—reprobate!

**NANCY:** (melodramatically) Phil! Don't! Don't beat him up—You mustn't, Phil! The whole thing's my fault. He didn't know I was married!

**ELLERBE:** Honest, Mister, I didn't know.

**PHIL:** All right, I won't dirty my hands with ya. Nor with you either—you double-crossing little—Wait till I haul the both of ya into Court!

**ELLERBE:** Oh, no—no Mister—not that! I'd lose my job—I'd be disgraced—ruined—if it ever came out.

**PHIL:** You should have thought of that before you wrecked my home!

**ELLERBE:** H-how much is it w-worth to ya—to forget all this?

**PHIL:** Five thousand dollars.

**ELLERBE:** (groaning) I haven't got that much!

**PHIL:** (roughly) How much have ya got?

**ELLERBE:** A thousand.

**PHIL:** I'll take it—and your check for the rest.

(Hasty knock—door opening)

**KENT:** Say—what the—who—what's going on here?

**PHIL:** (uneasily) Who are you?

**KENT:** Who are YOU?

**PHIL:** Her husband.

**KENT:** Ah ha—now I get it! Well, this is just dandy. By the way Ellerbe, your wife is downstairs—on her way up—

**ELLERBE:** What?

**KENT:** And as for you, young fella, you're no more Nancy Lorraine's husband than I am. Scram. Get outa here before I call a cop. This is 1933—Badger games haven't been good for ten years—

**NANCY:** (very sore) Do you have to come shovin' your ugly puss in whenever I get a chance to turn a trick—

**ELLERBE:** Gee, Kent, I can't ever thank you enough. You saved my life!

(Knock at door)

**KENT:** O-o! Maybe I didn't (Knocking)

**MRS. ELLERBE:** (off) What you doin' in there, George?

**ELLERBE:** Yes, my dear, yes—yes—I only—

**MRS. ELLERBE:** (off) Well? How long am I to wait?

**KENT:** (through the keyhole) Oh, Mrs. Ellerbe—this is Ted Kent. My—my shower broke and George said I could use yours—

**MRS. ELLERBE:** (off, fiercely) Oh, yeah? Get into it then! Quick George, open this door (rattling it)

**ELLERBE:** Yes, my dear—yes yes (aside)—oh, she'll kill me—Go down the fire escape, you two—(sound of scuffle)

**MRS. ELLERBE:** (off) Once and for all, George, or I'll call the house detective—

**ELLERBE:** (turning the key) My dear—I—that is—

**MRS. ELLERBE:** Aha! Just as I thought! Come back up here you wench! You, too, you thug! Help! Police! Oh, you'll suffer for this, George Ellerbe, and you too, Kent! I just wired your wife about you!

**KENT:** You what?

**MRS. ELLERBE:** (screaming) She's taken my fur coat—oh, oh—I'm fainting!

**ELLERBE:** Yes, my dear—yes yes—

**MRS. ELLERBE:** I won't faint! Come here, you runt! Take that (sound of swat) and that!

**ELLERBE:** Yes—my dear—

**MRS. ELLERBE:** Help! Help! Police! Thieves!

(music—"Shuffle Off to Buffalo")

**NARRATOR:** And this is only a bare glimpse of the uproarious, fast-moving, up-to-the-minute gloom-repeal picture "Convention City! At the Strand Theatre ..... next. Till then—Good Health and Good Luck.



# Posters & Accessories



**24 - SHEET**

**DESCRIPTION:** Title is in dark blue lettering on a white banner. Names of stars are in white on green shields. Credits in dark red. Heads and train are both in full natural colors.



**THREE SHEET**



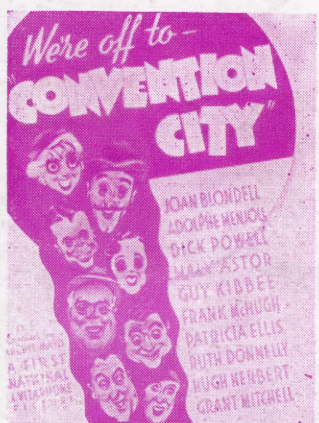
**SIX SHEET**



**INSERT CARD**



**ONE SHEET**



**MIDGET WINDOW CARD**

## Sliding Scale of Prices for Accessories

### 1-SHEETS

1 to 50	15c each
51 to 100	13c each
Over 100	11c each

### 3-SHEETS

1 to 25	40c each
Over 25	36c each

### 6-SHEETS

1 to 10	75c each
11 to 20	70c each
Over 20	65c each

### 24-SHEETS

Up to 25	\$2.00 each
Over 25	1.75 each

### WINDOW CARDS

1 to 50	7c each
51 to 100	6c each
Over 100	5½c each

### INSERT CARDS

1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	19c each

### HERALDS

1M to 5M	\$3.00 per M
Over 5M	2.75 per M

### PHOTOS

11 x 14 Photos	75c a set (8 in set—colored)
22 x 28 Photos	80c a set (2 in set—colored)
Slides	15c each
Stills	10c each
Midget Window Cards	4c each
Merchandising Plans	Gratis
Music Cues	Gratis

(These prices apply to U. S. only)



**WINDOW CARD**



**SLIDE**



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